

Increase Enrollment and Revenue through Differentiation

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What We'll Cover Today

- How to define your program's **"key value differentiators"** to attract more families to your program
- How to identify **additional products and services** that will bring in more revenue than tuition and other funding without "fundraising"
- Strategies for **launching** your new products and services
- How to locate **resources** to support your new revenue boosting campaigns
- Open Q&A



But first...just a couple minutes about my background.

I've been a coach and consultant **exclusively for early childhood businesses** since 2009.

I've written two published books on the topic.



I've been featured in USA Today, Newsweek, Entrepreneur Magazine, and Child Care Exchange – to name a few.

I just received the **Moving America Forward** award from William Shatner & Doug Lewellyn.



Which means my team and I get to have a **positive impact** on literally thousands of families with young children.



And here's a **recent pic** of me with my kids, Owen and Maeve. This was taken a couple weeks ago on Christmas Eve. We live in a tiny mountain town in Colorado.

It's Better to Be DIFFERENT than GOOD

- Parents *assume* you do a quality job
- They haven't been educated about the real differences in child cares and preschools
- They don't know what accreditation really is or what it requires
- At the end of the day, they really just want to know how your program is DIFFERENT than the others they are considering

If you leave it up to them to figure out your differentiating **value**...



...they have no choice but to decide based on **price** and/or **location**.

Four Steps to Identify Your “Differentiating Value”

1. Get clear on what your competitors offer / are saying
2. Know your clients and prospects
3. Identify the top 3-4 differences you have that are important to your market
4. Play with the verbiage to make them “pop”

“Differences” Re-Defined

Before:

- Loving, caring staff
- Award-winning curriculum
- Meals and snacks included
- Indoor playground

After:

- Combined teacher experience of 232 years
- Small class sizes which supports individual learning
- Fresh fruit and veggies at every meal (not canned)
- Outdoor classroom with nature-based features incorporated into curriculum



The 3 Ways We're Different

(from most other programs in the area)

- We are **NAEYC accredited** which holds us to a higher standard of quality (kind of like the Good Housekeeping seal of approval)
- We have a **nature-scape playground** that backs to open space and ponds (which kids love)
- We provide **fresh fruits & veggies** at every meal or snack (not canned fruit)

A List of Unique Benefits & Features to Get You Started...

- Free diapers
- Largest playground
- Indoor playground
- Fresh fruit & veggies
- Organic meals
- Transportation
- Accreditations
- Special programs (baby yoga)
- "Best of" award
- **ZONO (cleaner, no bleach)**
- State of the art security
- **Online camera system (PB&J TV)**
- Teacher tenure / degrees
- On-site owner
- Longest in market
- Multiple generations attended
- Owned by a local mom
- Homework Club
- Activities all-inclusive
- Digital parent communication app
- Daily photos / videos sent electronically
- Eco-Healthy certified www.ecohealthychildcare.org

Brochure Example – Back

Child's World Academy (NY)

We prepare your child for the future.

It begins with the right philosophy.
Our goal at Child's World Academy is to facilitate your child's growth through knowledge, socialization and discovery. We will strive to have every child explore and discover their world in a way that is fun and exciting for them and rewarding for their parents.

We support our beliefs with an integrative curriculum.
Our curriculum was developed using the New York State Early Learning Guidelines and the Connecticut Assessment Framework as our basic foundation. These two programs have been proven to include all of the skills a child should have before entering kindergarten.

Our daily schedule will include elements, activities of all areas of learning. These areas include personal and social development, physical development, cognitive development and cognitive exploration. Your children will participate in language activities which will include reading, writing, finger play, and the introduction of Spanish and sign language. Your children will discover the world through music and cultural exploration including counting, number recognition, nature science, and cooking activities. Learning about the continents and being good citizens are part of our **Living Learning Program. Music and art activities are done every **WEDNESDAY** with both teacher and child directed activities. **WEDNESDAYS** also have the opportunity for parents to participate, as well as a special **Open House** for teachers and parents.**

Each child will receive an individualized plan upon entering Child's World Academy. This document will be an evaluation tool that will track your child's progress.

While attending Child's World Academy, this document will let you know what areas your child is excelling in and where we can better focus our teaching to prepare your child with the skills needed for kindergarten. The parents will have though the school with your child as they move from classroom to classroom.

It is our goal at Child's World Academy, to allow us to have every child explore and discover their world in a way that is fun and exciting for them and rewarding for their parents. We are confident that you will be filled with your child's progress after being placed in the loving, nurturing care of our well-educated early childhood teachers.

Our Unique Benefits

- ✓ Our go-Go "Happy Family" Curriculum
- ✓ Kindergarten Readiness Curriculum
- ✓ Highly Experienced Staff (Emerging over 13 years each)
- ✓ Our unique and separate classrooms by gender, age groups
- ✓ Automatic Check-In System

We bring about REAL RESULTS!
Child's World Academy is one of the few early education providers that conduct formal assessments. We regularly conduct evaluations of the child's growth from our program. Results showed that children attending Child's World Academy made significant gains in their learning and development and gained the educational foundation, academic and social skills needed for a successful kindergarten transition.

In fact the children in our kindergarten program emerged over an 8 month period with the preparation for kindergarten in months before their enrollment into their kindergarten.

Poll Time!

Advanced: Segment by Age

Infants/Toddlers

- Free diapers & wipes
- Baby sign language
- 2 photos/day sent real time through Tadpoles

Preschool / PreK

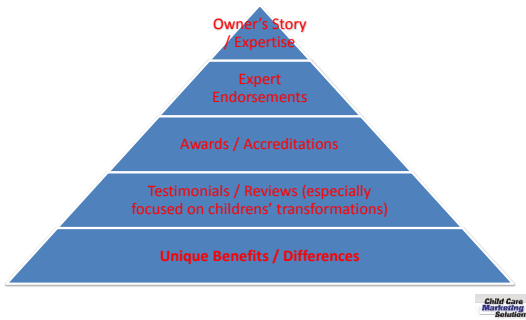
- Formal Kindergarten Readiness program
- PreK teacher has 23 years of experience in Kindergarten and Pre-K
- Fun monthly field trips that support learning goals

After-School

- Homework Club run by former 2nd grade teacher
- State of the art gaming station (after homework is done)
- Special playground designed to appeal to older kids



The “Kris Murray Value Platform”



“Laugh Break”

Check out that feathering technique! →



My high school graduation, 1984



Adding New Streams of Revenue / Income to Your Program

Four Popular Methods for Adding Revenue Streams

1. Partner with 3rd party products and services, to sell to your families

- Convenience items like portraits, hair cuts, take-home dinner services
- Curriculum boxes or learn-at-home items

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2. Add new services to your program, that tie in with your core offering

- Birthday parties, tutoring services, school age "vacation camps", mommy & me yoga on Saturdays or weeknights

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3. Events Held at Your School

- Mom to Mom sales (entrance fee)
- Seminars, parenting workshops

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4. Leasing Out Your Space on Off Times (weekends or evenings after close)

- Church groups, Girl/Boy Scout meetings, AA Meetings, Weight Watchers, other community meetings looking for a home

Other Innovative Revenue Ideas

- Special drop-in programs
 - Gainesville “Gator Kids” club on Saturdays
- Membership programs
- “Preferred” Waiting List – pay a fee to cut the line
- Retail shop or coffee bar added to your lobby
- Amazon Prime
- Partner with local elementary to run their before/after school program



Think Strategically...

- Be clear about your purpose / goal!
- To add \$10K/month in revenue (so we won't have to fundraise)
- To add value to our parent experience (which will help family retention)
- To add unique benefits / differentiation (which will help enrollment)
- Think about the time it will take vs. the payback

How to Launch New Products and Services

- Create a launch plan (mini—marketing plan) for your new offering
- When will you announce it?
- How will you promote it?
- Will there be an initial “deal” or incentive offered?
- Always use a deadline for taking action
- REMIND people often

7 Effective Ways to Promote a Launch or Special Offer

1. Facebook ads or “boosted” posts
2. Email blasts to your list
3. A landing page on your website, as well as a blurb on your home page
4. Your Google Maps page / listing
5. Your parent newsletter
6. Add special signage (banners, flutter flags, etc)
7. Community marketing / “muffin runs”



Resources for Adding New Revenue Streams

- ECE groups – LinkedIn, FB, coaching programs
- Mommy blogs (always promoting cool new products)
- Companies that serve parents with young children
 - Such as Dilly’s Treehouse, the sponsor of this webinar
- Local community resources
 - Chamber of Commerce, Mommy and Me groups, local businesses that target your shared demographic audience

Summary

- It’s better to be different than to be good
- You must tell parents your unique VALUE
- A great way to differentiate yourself is by adding unique programs, services, or partnerships
- Plus, these can provide additional revenue streams to your school
- Be strategic about what path you choose
- Launch effectively by having a plan and using multiple media



Did You Know?



The Child Care Success Summit 2017
650+ ECE owners and directors
30 exhibitors & sponsors
The largest event in the world of its kind

Join Us!!
October 5-7, 2017 - CHICAGO
www.childcaresuccesssummit.com

A Thank You Gift for Being With Me Today

Go to
www.Childcare-Marketing.com/get-started

And sign up for our **free report**:

"5 Big Mistakes to Avoid When Building Your Successful Child Care TEAM"



Thank You!

Claim your Free Report at...



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And I'd love to connect with you on
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Open Q&A
