Increase Enrollment by Offering Unique Benefits that Families CRAVE

Kris Murray May 17, 2018

Founder & President Child Care Marketing Solutions



www.Childcare-Marketing.com

What We'll Cover Today

- The most important part of your marketing: your MESSAGE
- How to define your program's unique benefits and "differentiators" to attract & enroll more families in your program
- New revenue streams: additional products and services that will bring in more revenue (after you're full)
- How to locate resources & ideas for your new revenue boosting campaigns
- My gift to you for being here today $\ensuremath{\mathfrak{G}}$
- Open Q&A



www.Childcare-Marketing.co

Kris Murray Coach – Entrepreneur – Author – Mom

- Top business coach & consultant exclusively for early childhood industry
- Host of the leading podcast "Child Care Rockstar Radio"
- Founder of The Child Care Success Academy
- Over 500 child care leaders currently in our coaching programs
- Author of two top-rated books
- Mom of 2 great kids (Owen, 15 and Maeve, 12)
- Featured in USA Today, Newsweek, the Wall Street Journal, INC. Magazine, Entrepreneur Magazine, Child Care Exchange, and various TV and radio shows.



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Our "Why"



- · Vision: 1 million children positively impacted via 5,000 early learning businesses transformed
- Mission: To provide child care business owners and leaders worldwide with the marketing, management, and leadership skills they need to run profitable, highquality child care programs - resulting in a <u>healthier</u>, <u>better early learning experience</u> for children, families, teachers, and owners.
- · YOU and your program are helping us accomplish our Why!



Success Story: Mary Wardlaw From \$200K to \$970K



"Kris - I wasted so much time and money on my MBA degree, only to find it was of little help in my world. I was ready to throw in the towel, down to fewer than 55 kids – many of whom were paying an hourly rate and attending only a few hours per week. When we met, I was llucky to generate \$200,000 in yearly sales – last year I was \$30K short of One MILLION! For me, and my little center in my little town—that is absolutely mind-blowing.

We have a capacity of 90, with 98 FTE, and we're still growing. We're filling all of the little spots here
and there. In short, knowing you set me in a new direction, giving me hope and setting me on the
path to personal and professional transformation. And when I consider the relationships
forged with other owners because of you...I am just so grateful."

Many Wardlaw, Owner - Niles, Michigan

We literally have HUNDREDS of stories just like this. We feel so blessed to have made such an impact.





"I have learned so much from Kris Murray over the past 3 years. From attending her success summits to listening on the monthly coaching calls to reading her articles and watching her webinars and videos, I have obtained a ton of knowledge and skills from her that has positively affected my childcare business. My school continues to stay full and on a wait list. We are retaining families and teachers, and I am now working on my business on my leisure with very capaple staff run my school. Now we are building a plan for expansion. Thank you to Kris Murray and her team for continuing to lead us forward to the next step to make our bisinness a success and raise the qualify of care and education for our school and our industry!

How We Make a Difference One School Owner at a Time	
One school owner at a Time SUCCESS SLIMMIT	
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Ond Cere Control Cere Control Cere Control Con	
Let's talk message.	
SoWhat's the definition of a commodity?	
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Commodity: "A product or service that is treated as the	
same without regard as to who produced it."	
Code Core	
Obs Can Www.Childcare-Marketing.com	

Commodity: "A product or service that is treated as the	
same without regard as to who produced it."	
" "	
"But Kris, it's all about price and location."	
Cold Cere SUCCESS SUCCESS Www.Childcare-Marketing.com	
VVVV.Childcare-Marketing.com	
It's Better to Be DIFFERENT than GOOD	
• Parents assume you do a quality job (you're good at what you do)	
 They haven't been educated about the real differences in child care and preschool options 	
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 	
Key Insight: It's YOUR job to help them understand the differences and make an educated choice!	
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If you leave it up to them to figure out	
your differentiating value	
ARE YOU A	
THOUGHT-LEADER BUSINESS OR A COMMODITY	
BUSINESS?	
they have no <u>choice</u> but to decide	
based on price and/or location .	

Your Message is What Truly Sets You Apart	
Your Differences. Your Unique Value. Your Personal Story. Your Vision.	
Your Personal Story. Your Vision.	
Child Cases SUCCESS Copyright 2018 Kris Murray www.Childcare-Marketing.com	
Three Big Elements of Your Differentiating	
Message:	
	-
 Concrete, Compelling Points of Difference that are Easy for Parents to "Get" 	
Backed up by Reviews & Testimonials	
Your Personal Story – Your "Why"	
3. Tour Fersonal Story - Tour Willy	
We also sometimes refer to this as your "value platform"	
Child Cere	
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How Strong is the Value Platform of Your Message?	
riow strong is the <u>value riation</u> or rour wessage:	
Enables customers & prospects to clearly, quickly understand	
how you improve the lives of children (and parents)	
Highlights your top differentiators	
Easy to understand	
• Compelling	
Builds trust in your program	
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Five Steps to Win More Enrollments: How to Identify Your "Differentiating Value"	
 Competitive Analysis: Get clear on what your competitors are saying and what they truly offer that's unique 	
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Five Steps to Win More Enrollments:	
How to Identify Your "Differentiating Value"	
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Market Analysis: Know your market (what do your clients and prospects really value?)	
and prospectively value.	
Charl Cere SUCCESS Copyright 2018 Kris Murray www.Childcare-Marketing.com	
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Ont Care Copyright 2018 Kris Murray Www.Childcare-Marketing.com	

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4. Play with the verbiage to make them "pop"	
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3. Identify the top 3-4 differences you have that are	
important to your market4. Play with the verbiage to make them "pop"	
5. If you aren't competitive enough, ADD MORE VALUE ©	
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Child Core Success ACDEMY Copyright 2018 Kris Murray www.Childcare-Marketing.com	
A List of Unique Benefits & Features to Get You	
Started	
Outdoor classroom Teacher tenure / degrees	
Fresh fruit & veggies Evening / weekend Care	
Transportation from Elem Schools Multiple generations attended	
Special programs (baby yoga) Homework Club	
• "Best of " award • ZONO (99.99%, no bleach) • Kindergarten readiness	
State of the art security Online camera system	
Parent lounge / library Happy Family Guarantee • Free diapers • Eco-Healthy certified www.ecohealthychildcare.org	
www.econeartnycmidcare.org	

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"The	3 ١	Nays	We're	Diff	erent'
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(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)



"Differences" Re-Defined: Make them POP!

Before:

After:

- Loving, caring staff
- Award-winning curriculum
- Meals and snacks included
- Indoor playground
- Created new value to match market
- Combined teacher experience of
- 232 years under our roof
- Small class sizes which supports individualized learning
 - Fresh fruit and veggies at every meal (not canned)
 - Outdoor classroom with naturebased features incorporated into curriculum



Recent Case Study: Leading Preschool Franchise I called them a few months ago...

What I heard: • Meals included

- Open 6:30a-6:30p
- 3 snacks
- Had to ask her to elaborate on differences then put on hold for 2nd time and I could easily have hung up "Our Corporate curriculum", daily
- "Our corporate curriculum", daily schedule and themes
 A very <u>unstructured</u> presentation of all sorts of curriculum topics and enrichment (boring and way too long)
 Did not ask for my info or use my child's name in the conversation (no rapport)



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- How I would fix it:

 All-inclusive STEAM curriculum
 - Arts, science, tech and math, dance
 all included
- Unsurpassed kindergarten readiness
- Here's why (and proof points if you have them)
- Outdoors every day both structured learning and free play

 "Here's what the kids did outside today or yesterday..."





Website Example Themba Creative Learning Center (MD)

> Owner: Jameela Allen



- « Secured large outside play area

- Nacionally Accredited childcare center by NAC website early learningleaders.org.
- Inclusive Diapers and Wipes Program for Infant's toddlers and two's... (Cuties Baby Diapers).
- Outstanding Referral Program for Parents/Staff.
 \$200.00 for new family. / For referred puress excelling families and programs of the entire pure.

- One of the Cleanest Childcare Centers in Prince George's County.
- . Secured Doors.
- Friendly, Professional Staff,
- . Outstanding Licensing Inspir

HERE ARE 32 REASONS TO CHOOSE US

- Large Classrooms/Bathrooms in all Clas
 All Staff are First Aid/ CPR Certified.

 - (Lunch Catered by Good Foods).

 - Themba has a Computer Lab and technology in all of the Classrooms.
 - 24 hr video surveillance in all classrooms.

 - Management has over 30 yrs of combined experience in the childcare industry.

MSDE Recommended Curriculum:

Healthy Beginnings: Infant's/Toddler's/Two's

Brochure Example Child's World Academy (NY)

Owners: Ken & Pat Johnsson

Website Video of "Differences" Educational Playcare (CT) Owners: Gerry & Jane P.

You Can Even Set Yourself Apart with SIGNAGE



Which is better and more impactful? Which sets you apart from the rest?

Poll Time!

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Advanced: Segment by Age	
Infants/Toddlers - Free diapers & wipes - Baby sign language - Daily photo & video sent to you on our digital parent app program	
- Prek teacher has 23 years of experience in Kindergarten and Pre-K - Homework Club run by former 2 nd grade teacher - State of the art gaming station (after homework is done)	
 Special playground designed to appeal to older kids 	
Code Care Supering Su	
Adding New Streams of Revenue /	
Income to Your Program	
Copyright 2018 Kris Murray www.Childcare-Marketing.com	
Warning	
Until You are FULL with a Wait List Do	
Not Spend Time on this Idea!	
Code Core	
Code Constitution Constitution Compared to the Constitution Constitution Compared to the Constitution Constitu	

The Money on the Table Exercise™	
A. Number of (FTE) openings in your program today:	
B. Average monthly tuition rate: \$	
C. Multiply A x B = \$	
D. Multiply C x 12= \$	
Orat Care	
SUCCESS Copyright 2018 Kris Murray www.Childcare-Marketing.com	
Four Popular Methods for Adding Revenue Streams	
 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 	
Copyright 2018 Kris Murray www.Childcare-Marketing.com	
Four Popular Methods for Adding Revenue Streams	
1. Partner with 3 rd 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 Add new services to your program, that tie in with your core 	
offeringBirthday parties, tutoring services, school age "vacation camps",	
mommy & me yoga on Saturdays or weeknights	
Chis Cero SUCCESS. Copyright 2018 Kris Murray www.Childcare-Marketing.com	

Four Popular Methods for Adding Revenue Streams	
3. Events Held at Your School- Mom to Mom sales (fee to host a table)- Seminars, parenting workshops	
(Opti Core	
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Four Popular Methods for Adding Revenue Streams	
3. Events Held at Your School- Mom to Mom sales (entrance fee)- Seminars, parenting workshops	
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	
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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	
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Ox15 Care Copyright 2018 Kris Murray Www.Childcare-Marketing.com	
 Local community resources Chamber of Commerce, Mommy and Me groups, local businesses that target your shared demographic audience 	
- Such as Kindermusik, the sponsor of this webinar	
 Mommy blogs (always promoting cool new products) Companies that serve parents with young children 	
ECE groups – LinkedIn, FB, coaching programs	
Resources / Ideas for Adding New Revenue Streams	
Pacoureas / Ideas for Adding New Payonus Streams	
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Think about the time it will take vs. the payback	
 To add unique benefits / differentiation (which will help enrollment) 	
retention)	
 To add \$10K/month in revenue (so we won't have to fundraise) To add value to our parent experience (which will help family 	
Be clear about your purpose / goal!	
Have a Strategic Plan & Clear Goal	

Invitation to Join Us LIVE for 3 Days in Dallas, Texas The Child Care Success Summit 2018 October 25-27 The world's largest Early Learning Business Event 700 attendees, 40 exhibitors Sheraton Hotel Downtown Dallas LEARN MORE AND REGISTER: www.ChildCareSuccessSummit.com Child Care SUCCESS ACADEMY Celebrity Keynotes & Top Industry Experts. Every Year.

What Attendees Are Saying

'Attending the Summit was the BEST investment I've made for my Montessor ischools, hands down!' I attended my fest Child Core Success Summit in Corbor 210° of Lindoug. I thought, which at a great way to meet some new people that share the same love for childcare as myself NEVER aspecting what this last month has thought 12 years in childcare and if meaning something new EVERYOAT We have enrolled 25 students just this month and the inquiries are on fire injustice with month and the inquiries are on fire injustice and to the injustice state on the injustice and we were doing everything we needed to be doing. Limitarnin MOI Kills truly cares and can CLEANIz see the difference in my business. I just want to say thank you, thank you, thank you! This is truly the BEST investment I have made for our business hands down.



What Attendees Are Saying

Kris is instrumental in driving home the mindset that takes you to the next level. Her content is fresh and on the edge and her connection with her clients is personal and yet professional.



The success committee is many sown are best commence for owners and directors to attend. It gets right to the heart of what we deal with daily. There is an abundance of awesome information. Look forward to attending again this year.



www.childcaresuccesssummit.com

4.9 Stars from 245 Rave Reviews



This Year: More In-Depth Sessions and Speakers about <u>Culture</u> and <u>Leadership</u>	
about <u>Culture and Leadership</u>	
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Join Us LIVE for 3 Days in Dallas, Texas The Child Care Success Summit 2018 October 25-27	
The world's <u>largest</u> Early Learning Business conference 700 attendees, 40 exhibitors	
Sheraton Hotel Downtown Dallas	
LEARN MORE AND REGISTER: www.ChildCareSuccessSummit.com	
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A Thank You Gift for Being With Me Today	
Please Go To www.KrisMurrayBook.com	
The 77 Best Strategies to Stra	-
free book:	
"The 77 Best Strategies to Grow Your Early Childhood Program" **The William Strategies to Grow William Strategies to Grow William Strategies to Grow William Strategies William Strateg	

Thank You!	
I hope you got value and ideas from our time together today!	
time together today:	
Hope to see you in Dallas this October	
Kris Murray Girlio Gare President & Founder	
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Office Line: 970-349-8905	
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And I'd lave to connect with you on	
And I'd love to connect with you on social media!	
Social incula.	
FB: FB.com/childcarebusiness	
Twitter: @kris_murray	
LinkedIn: thekrismurray	
YouTube: krismurraycoach	
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