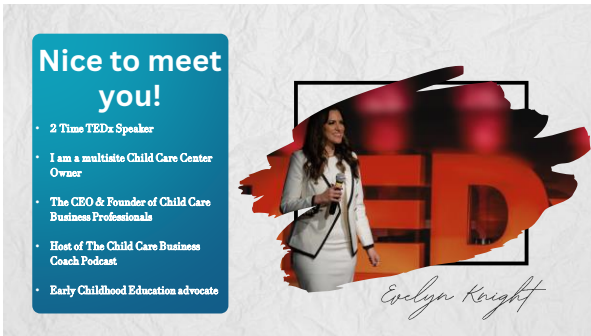
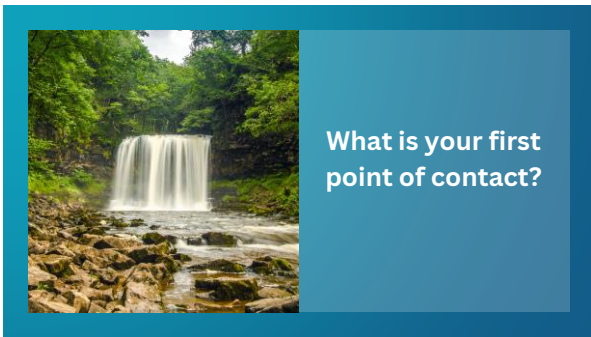


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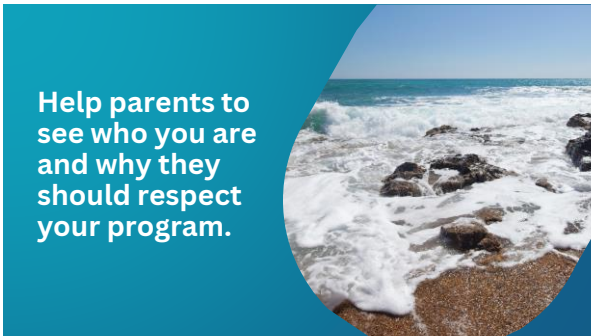
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6



Always be Tour Ready

- It is important to have a tour packet. This can simply be a flyer that points out what makes your center special, your price list and a business card. Make sure to print on good, clean paper. I use a different color for each part of my tour packet.
- Being tour ready does not mean that your classrooms or home must be picked up and free from toy. There is a difference between dirty and clean!

7



Train Your Staff for Tours

Create clear expectations for your teachers and anyone conducting tours on what you want from them during the tour.

- Create scripts
- Help teachers understand what you are trying to convey
- Look for education opportunities
- Practice, Practice, Practice

8




- 01** Use the child's name and use it during the tour; this means you have to ask and remember.
- 02** You have 15 minutes to educate families! Use your time intentionally!
- 03** Find an example of learning happening during the tour and explain to the parent what is going on.
- 04** Try and establish common ground; be relatable.
- 05** Train your teachers to be friendly and interact with the family
- 06** Show off your program! Don't be afraid to brag.

9

FAMILY ORIENTATION

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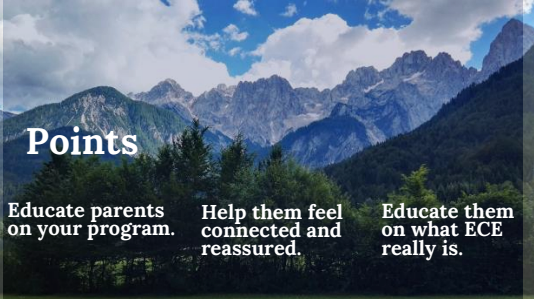
Help parents to see who you are and why they should respect your program.



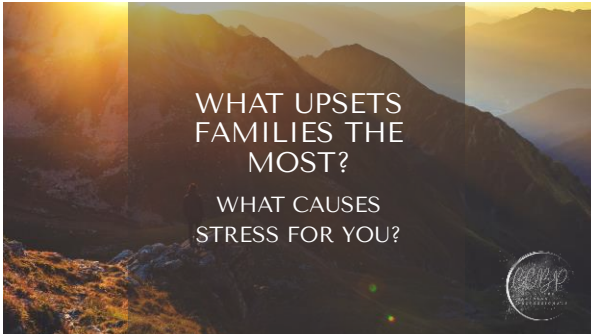
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Points

Educate parents on your program. Help them feel connected and reassured. Educate them on what ECE really is.



12



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