

Increase Enrollment by Offering Unique Benefits that Families

CRAVE

Kris Murray
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Founder & President
Child Care Marketing Solutions



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 ☺
- Open Q&A



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.



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, high-quality child care programs – resulting in a **healthier, better early learning experience** 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 lucky 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 *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.**"

Mary Wardlaw, Owner - Niles, Michigan

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



Stephanie Shoemaker
Peas in a Pod Learning Center
College Station, TX

"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 capable 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 business a success and raise the quality of care and education for our school and our industry! "

How We Make a **Difference**
One School Owner at a Time



Let's talk message.

So...What's the definition of a commodity?



Commodity:

"A product or service that is treated as the same without regard as to who produced it."



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.”



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!



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**.

Your Message is What Truly Sets You Apart

Your Differences. Your Unique Value.
Your Personal Story. Your Vision.



Three Big Elements of Your Differentiating Message:

1. **Concrete, Compelling** Points of Difference that are Easy for Parents to "Get"
2. Backed up by Reviews & Testimonials
3. Your Personal Story – Your "Why"

We also sometimes refer to this as your "value platform"



How Strong is the Value Platform of Your Message?

- 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



Five Steps to Win More Enrollments:
How to Identify Your "Differentiating Value"

- 1. Competitive Analysis: Get clear on what your competitors are saying and what they truly offer that's unique



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4. Play with the verbiage to make them “pop”
5. If you aren’t competitive enough, ADD MORE VALUE ☺



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

- Outdoor classroom
- Indoor playground
- Fresh fruit & veggies
- Organic meals
- Transportation from Elem Schools
- Accreditations
- Special programs (baby yoga)
- “Best of” award
- ZONO (99.99%, no bleach)
- State of the art security
- Online camera system
- Parent lounge / library
- Happy Family Guarantee
- Teacher tenure / degrees
- On-site owner
- Evening / weekend Care
- Longest in market
- Multiple generations attended
- Owned by a local mom
- Homework Club
- Activities/enrichment all-inclusive
- Kindergarten readiness
- Digital parent communication system
- Free diapers
- Eco-Healthy certified
- www.ecohealthychildcare.org



“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)



“Differences” Re-Defined: Make them POP!

Before:

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

After:

- 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 nature-based features incorporated into curriculum

Created new value to match market



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 schedule and themes
- A very unstructured 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)



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!

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= \$_____



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



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



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



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



Have a Strategic Plan & Clear Goal

- 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**



Resources / Ideas 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 **Kindermusik**, 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 all about your unique MESSAGE
- Clearly tell parents your unique VALUE in a way that they can "get it" (practice and role play!)
- 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



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The Child Care Success Summit 2018
October 25-27

The world's largest Early Learning Business Event
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Sheraton Hotel Downtown Dallas

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A Thank You Gift for Being With Me Today

Please Go To

→ www.KrisMurrayBook.com

And claim your copy of my **free book:**

“The 77 Best Strategies to Grow Your Early Childhood Program”



The 77 Best Strategies to Strategies Your Competit
by Kris Murray (author)

★★★★☆ 11 customer reviews

Paperback
\$17.98 (est.)

6 used from \$17.98

5 new from \$17.98

The goal of this book is to hand you the early childhood program, with a waiting list and strategies we use consistently. It's 15 to 300 percent in just a few months. 4 case studies and results from using the 77 Murray's first book, "The Ultimate Child"

Thank You!

I hope you got value and ideas from our time together today!



Hope to see you in Dallas this October



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And I'd love to connect with you on social media!

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