



# REDLEAF NATIONAL INSTITUTE

450 North Syndicate, Suite 5  
Saint Paul, MN 55104

Telephone: 651-641-6675  
Fax: 651-645-0990

Email: rni@redleafinstitute.org  
Web site: redleafinstitute.org

*The National Center for the  
Business of Family Child Care*

## Benefits vs. Features in Family Child Care

In describing their program to prospective parent clients, family child care providers should talk about the “benefits” rather than the “features” of their program. Parents will make a decision to enroll their children into program based on “benefits,” not “features.”

**Benefits:** Tell customers how the program will help them and their children

**Features:** Merely describe what the program offers

### Feature

### Benefit

- |                               |   |
|-------------------------------|---|
| 1. Open 7:00 a.m. - 5:00 p.m. | Convenient hours for a parent’s busy schedule     |
| 2. Substitute on call         | Parents need not worry about finding back up care |
| 3. Large backyard             | Plenty of room for children to play               |
| 4. On the Food Program        | Serves nutritious meals                           |
| 5. Licensed                   | Meets all health and safety standards             |

*Fill in Your Own Examples from Your Program*

_____	_____
_____	_____
_____	_____
_____	_____

For further information see *Family Child Care Marketing Guide* by Tom Copeland, published by Redleaf Press. For a free catalog, call 800-423-8309.