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

Key Marketing Tips for Family Child Care Providers

- Use visual aids (scrapbook, receipts, evaluations, daily note, video, business cards, etc.).
- Keep track of children after they leave your care.
- Advertise with other providers with whom you have something in common (neighborhood, religious viewpoint, CDA or other professional credential, philosophy, etc.).
- Keep informed about what parents want (survey centers and homes, do exit evaluations, call parents who don't enroll, etc.).
- Turn in illegal providers to local authorities.

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