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

Marketing Strategies

Prospective Clients

- Follow-up calls
- Scrapbook
- Benefits flyer

Current Clients

- Evaluations
- Finder's fee/free days
- Bulletin board, newsletter, celebrations

Past Clients

- Business cards, newsletter
- Keep in touch with birthday/holiday cards.

Low-Cost Promotions

- Incentive coupons
- Door hangers
- Keepsakes
- Distribution of materials in the neighborhood

Compete Against Center Chains

- Visit the center and get their written marketing materials.
- Compare your benefits with the center benefits.
- Distribute flyers about your program.
- Seek ways to cooperate with the center.

Compete Against Informal Caregivers

- Emphasize safety.
- Don't compete on price. Instead, stress value.
- Work with your association to educate public about value of licensing.

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