



*Easy*  
GUIDE FOR  
REACHING NEW  
CHILDCARE  
CLIENTS

[thrivingchildcare.com](http://thrivingchildcare.com)

# GUIDE FOR REACHING NEW CHILDCARE CLIENTS

Finding clients or customers is key for just about any business. The same is true for childcare businesses.

Consequently, childcare business owners are aware that they need to market to find new clients for their business. But not just when they start their childcare. They need to continuously market to ideal clients.

One source for drawing in new clients is right there in the community. People who either live or work in close proximity to a business are more likely to use that business.

*That's great!* But how do we reach them?

Well, let's see if we can reach them by reaching out to the companies they work for. In this guide we will learn how by using a simple email or letter (or both) you can reach a roomful of potential clients.

**Here's what you need to know to get started ...**

The first thing we need to do is to make a list of some local businesses. *Need some ideas for the types of businesses?* Read [this post](#) for several different types of businesses you could reach out to.

Then we are going to craft a letter to those companies to make them aware of your childcare business and how their employees could benefit by knowing that you are right here in the community.

I'll also give you a few tips that you might want to include in your letter to get maximum attention.

Finally, we will make a plan to repeat this campaign several times during the year. Especially during typical times when people seem to be looking for childcare.

*Ok, let's get started!*

Local businesses can be an invaluable resource for finding childcare clients. Many parents appreciate being in close proximity to their child even when they are at work.

Below make a list of local or neighborhood businesses that have business hours that align with your childcare hours. *Try to come up with 5 or more.*

# Neighborhood Businesses

**BUSINESS NAME**

**CONTACT**

Hospital/Medical Office  
Dental Office  
Indoor Play Yard

Done?

Great! Now we want to reach out those companies and to tell them all about your wonderful local childcare.

We want our letter to get read and not cast aside so we will craft it as short and concise as possible.

Of course we want to let potential clients know just how great our childcare is. So let's grab their attention by including some awesome highlights that parents will appreciate.

Before we write our letter template, let's pull out some of the best features of your business we will want to include.

Below, list 3-5 BEST features of our childcare. Remember, we don't want to overwhelm people with long paragraphs that they won't want to read. So try to keep your bullet points to **no more than 5**.

**TIP:** Try to focus on features parents would be looking for. Like longer hours, infant care, proximity to their place of work, etc.

## The Best Features of My Childcare

1.

2.

3.

4.

5.

Now let's reach out to those businesses to introduce yourself and your childcare business.

Using the following template as a guide, send a letter or email offering your services to any of their employees who may be in need of childcare. *Be sure to plug in those BEST features from your list.*

**TIP:** You might consider offering a special discount to the employees enroll by a certain date. Consider sending your contact letter to the Human Resources Dept of the company you are targeting. Make it personal, by addressing your letter to a person rather than a job title.

## SAMPLE TEMPLATE

Hi [CONTACT NAME],

My name is [YOUR NAME] and I'm the owner of [YOUR CHILDCARE NAME]. I just wanted to drop you a note to let you and your employees know that there are childcare services right here in the neighborhood.

We are actually located only a couple of blocks from your business. Here are some of the features of our childcare that might interest your employees -

- Our childcare has been servicing the community for over [ ] years.
- We enroll children from [ ] months to [ ] years.
- The childcare is open Monday thru [ ] day, [ ] am to [ ] pm.
- Offer [2 or 3 childcare services i.e. drop-in, interim & Summer coverage]

We would love it if you would share our information with any of your employees who may be in need of childcare services now or in the future.

To sweeten the deal, for a limited time we would like to offer your employees a [ ]%\* discount if they enroll by [next month] 1st.

Thank you so much for being neighborly.

Sincerely,

[YOUR NAME/SIGNATURE]  
[CHILDCARE NAME]

\*Be sure to mention this offer when enrolling.

**TIP:** If you decide to send a physical letter to companies, be sure to include your business cards. *10 or more!*

*That wasn't too hard was it?*

Now let's make a plan to keep our services on those businesses minds in the future too.

Below make a plan for when you will recirculate your email or letter. Think *at least* seasonally as opposed to sending out only once or twice a year. Don't be scared to do it even more frequently. Remember, businesses typically send out monthly and even weekly offers.

**TIP:** A seasonal schedule, like the first day of Spring etc., would be easier to remember.

## My Neighborhood Campaign

### SEASON

Spring

Summer

Fall

Winter

### EMAIL DATE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*And we're done! Well, for now.*

All that's left to do now is rinse and repeat. Follow your plan and look forward to a boost in local enrollment.

*xoxo, Adrienne*