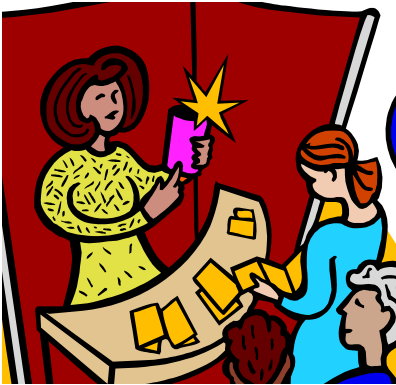




TIPS FOR ADVERTISING & MARKETING YOUR FAMILY CHILD CARE

- Make a scrapbook with pictures from your child care along with captions. You can purchase supplies at a craft store such as Michael's or attend a scrapbook making party through Creative Memories.
- Keep a written schedule of daily activities posted for parents to see.
- Develop colorful flyers to leave in doctors offices and businesses related to children; hand out at school; post on community college bulletin boards; community events and parties.



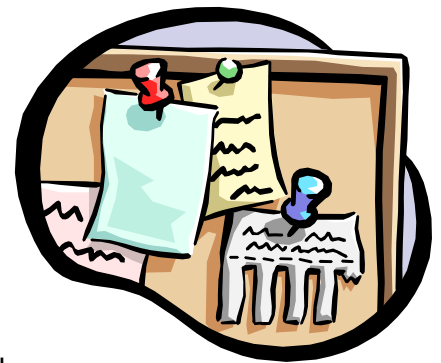
- Make a brochure that includes your schedule, philosophy, goals, programs, etc. You can use basic software programs such as Microsoft WORD or Publisher to create your brochure.

Print with colored ink or on colored paper. For larger quantities take your brochure (on disk) to a copy store such as Kinko's.

- Order pencils, pens, magnets, chip clips, key chains or other useful promotional items with your business name and phone number printed on them.
- Halloween time? Attach your business cards to a lollipop or place in a bag of candy.
- Frame and hang your license and certificates. Certificates of completion for child care related training tell your customers you are serious about the work you do.
- Hold an open house, coffee, or Family Child Care Home Tour. This gives parents an opportunity to meet you in a more social setting and check out your home.
- Advertise in your church bulletin, homeowner's association website or newsletter.

- Keep your home clean and well-organized. Make your child care areas kid-accessible, colorful and fun.
- Maintain the outside of your home as well as the inside. First impressions last forever. Make sure landscaping materials are child-friendly, not only safe, but appealing to children.
- Create a name and a logo for your business. There are online resources for doing this or you can network with friends and find a reasonable graphic designer.
- Spread the word! Tell everyone you know that you are providing child care.
- Remember to include your license number on all printed materials and in ads.
- Carry business cards with you at all times. Think about updating older business cards with color and/or graphics. There are resources for FREE business cards online such as www.vistaprint.com. They also have 18 different graphic choices for child care business cards if you want to order/customize (not FREE).

- Advertise your program in the Yellow Pages.
- Check out FREE online classified opportunities-lists such as www.craigslist.org. You can advertise your business for free in the community section under child care. The process is simple and the ad posts immediately.



- Keep your provider file updated by calling the referral department at Child Care Links. Call each time you have a **change** in your enrollment.

For more information, please call (925) 417-8733 or visit www.childcarelinks.org