



# 10 Steps to a Successful Year in the *Business* of Child Care

*"Ten Strategies that will Bring You Success"*

By Shiketa A. Morgan



# Step 1. Get Organized



I would like for you to take a look at the photo above. What is the first word that comes to mind as you look at the photo? I hope that you were thinking **Organized!**

I chose that picture, because I have discovered that kids learn best in an organized environment and I want to inspire you to focus on getting your classrooms or home daycare space organized.

**Organization  
leads to  
focus,  
creativity  
and Success!**

Did you know that an unorganized space causes the mind to feel overwhelmed? Let me give you an example; have you ever walked in a store and it was un-organized. How was your shopping experience? Were you relaxed or overwhelmed?

I think you get the point. **Now let's talk about your office!**

Your office is where you plan for your business; conduct very important work for the business and it is vital that your office is a space where you can engage in focused thinking. Again, it is very difficult to work in a cluttered environment and you must de-clutter your office and get the space organized.

Do you need some organizational ideas for your office and classrooms? Before I share these links with you, I want you to know that an **organized environment is very appealing to a family that is looking for childcare**. For more organization ideas visit the following links: <http://ht.ly/gkNAL> and <http://ht.ly/gkNFC>

## Step 2: Get Focused



*The only way to get to the next level is to focus. ~John Maxwell*

Whether you know it or not, when you walk into 2013, you will be entering a new season of business and you must be focused. If you have already set your goals for your childcare business, focus on them like a mouse focused on a piece of cheese.

In the book how successful people think, John Maxwell wrote: “No matter whether your goal is to increase your level of play, sharpen your business plan, improve your bottom line, develop your subordinates or solve problems, you need to FOCUS!”

### **Here are five ways to get focused:**

1. Write down your **priority list** for every business day or week and accomplish those tasks first. As you accomplish your task, you will feel a sense of accomplishment.
2. Do not **waste time on energy drainers**: negative parents, staff or issues that will self-correct themselves. **Focus on solutions, not problems!**
3. **Post** your business goals on your office wall in the form of a [vision board](#).
4. Focus on **one task at a time**. Multi tasking can become your enemy!
5. **Remove distractions!** For you this could be watching too much television, too much social media, etc. Only you know what your distractions are.

**Bonus Tip:** Unsubscribe from email list that do not add value to you or your business. Browsing through email can be a distraction as well.

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## Step 3. Create An Enrollment Building Plan

***NOW  
ENROLLING***

*It's time to create an enrollment building plan and work it!*

I have discovered that when I create an enrollment building plan and focus on it; I see results right away! In fact, when I am in enrollment building mode, I copy enrollment packets, I add signs in my windows, I have meetings about how staff can help build enrollment and my parents are involved. Furthermore, the end result is more income!!!

Every child care business owner's dream is to be filled to capacity and you can have that if you really focus your energy on building enrollment. If you want something different, you got to do something different! **Here are 3 tips for you:**

1. Stop doing what does not work
2. Do more of what works for you
3. Create an enrollment building plan, post it and work it every week!

Also, I have found that parents look for child care for only a few reasons:

1. They are not happy with their current child care provider
2. They just had a baby and ready to go back to work
3. They are relocating

**Need some enrollment building ideas? Below are seven enrollment building strategies, along with links to more blog post about enrollment building:**



*The key to a financially successful childcare business is found in the Marketing*

**Offer a Trial Day-** When you offer parents a free day of tuition; this is a great way to show parents that you are confident about your program. Also, it gives them an opportunity to make an informed decision about your childcare program. I must say that from experience, this is my #1 way of building enrollment.

**Parent Referral program-** One of the top ways to build enrollment is through your parents. If your parents are happy, they will tell other parents about you. So, consider creating a parent referral program that offers parents an incentive for referring other parents. To be consistent, remind parents about your referral program by posting notices on the wall and issuing reminders with payment receipts.

**Connect with Your Local Schools-** Contact your local schools to see if they have a daycare list that you can add your child care services to. Many schools give new families a list of local daycares, so be sure that your name is on the list!

**Local Apartment complexes** If your child care program is located within 5-10 miles from apartment complexes. Be sure to drop-off flyers for the apartment manager to issue to new families. You can also get creative and issue home safety check list on the back of the flyers. \*\*The management will love the safety tips, because it will reduce their liability!

**Get your employees Involved:** Consider creating a bonus program for your employees who refer families to your program. For example, I give my employees a \$50 bonus per family that they refer to the center. The family must be enrolled for at least 2-weeks, before I release the bonus.

This is a great way to invite the staff members to make extra money and create job security at the same time!

**Balloons, Balloons & More balloons** When you drive pass used/new car lots, what do you see? That's right; you will see balloons hanging attached to each car. Balloons draw lots of attention and kids love balloons. Consider attaching balloons to your playground fence and observe how people who pass by will notice your home or center. \* Throw a way deflated balloon, because deflated balloons are a choking hazard to young children.

**Market with Local businesses** Find out if your local grocery store offers advertising or connect with other local businesses and talk about ways to cross market. For example, In exchange for leaving your brochures in a local business, offer the local business owner an opportunity to market their business to your customers, by giving you flyers or coupons for their service.

**Happy Enrollment Building in 2013!**

For more enrollment building ideas, [click here](#)

# Step 4: Networking



*There is power and abundance in networking!*

Many years ago when I was a home provider, I tapped into the power of networking with providers around me. In fact, we talked on the phone on a weekly basis, we referred families to one another and it almost eliminated a need to market the business. However, even as a center owner, I still communicate with many of my home daycare provider friends and I refer infants to them, because I only offer preschool and a school-age program.

Moreover, providers that run out of room for preschoolers send their kids to me and we have created our own networking/referral circle and I love it.

I hope that you can see the power and wealth that networking brings. If you do not know any of the home providers or center owners in your area, that's ok; social media is a great place to network.

In fact, you can start networking on the Child Care Business Owner Facebook Page! [Click here](#) On the Child Care Business Owner Facebook Page, I share resources, quotes, questions and childcare business owners share from their business experience.

I hope that you connect with local childcare business owners, offer to share from your experience, find out how you can help one another and **succeed together!!**



# Step 5: Get a Mentor or a Coach



*Every business owners needs a coach or a mentor*

Operating or starting-up a childcare business can be challenging at times and having a coach or mentor that inspires and empowers you to succeed in your business endeavors, will help to make the Journey much smoother.

I discovered the power of having a mentor when I first moved into my childcare center in 2003. My mentor name is Mary Krogmeir. She is the best coach in the world. In fact, one thing that I love about Mary is the simple fact that she allowed me to make mistakes, she asked a ton of questions, she caused me to think about my center's practices and she brought out the best in me.

Also in 2008, I decided to invest in coaching for the staff and it was the best \$150/month that I could ever spend. In fact, having someone from the outside to come in and coach your staff to success, allows you more time to focus on running your business.

The good book tells us that a wise man seeks counsel! In this age, you really don't have to learn the hard way, unless you just like taking the hard road to success.

Mary Krogmeier, also noticed that I would make a great coach and inspired me to teach others and since 2010, I have been a childcare trainer and coach. Most of all, it brings me great joy to coach and mentor!

If you need Business or Start-up coaching, visit my coaching page on my blog.

[Click Here](#)

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## Step 6: Develop A Professional Development Plan 2013



Every year in January, I develop a new professional development plan for myself and the staff. Creating a professional development plan will hold you accountable to growing as a Business Owner or as a team. If you have never created a professional development plan before, allow me the pleasure of showing you what a sample plan would look like for a childcare business:

**\*\*If you own a center, be sure to meet with your staff members individually to discuss the areas that they would like to grow in and create a plan of improvement.**

### **Rainbow Academy Professional Development Plan for 2013 (Sample)**

1. The owner Mrs. Barb will attend an Owner/Director's Workshop and take an Online Business Class.
2. We will implement a new Curriculum and spend 3-hours on a Saturday to talk about how we will implement the curriculum
3. The staff members must join an early childhood organization.
4. Subscribe to an early childhood magazine for new and fresh ideas.
5. All leaders including: Director and lead Teachers must have monthly leadership meetings and read a leadership book as a team.
6. As a Home provider or a teacher, plan to attend at least one workshop a month for new ideas along with joining the NAFCC.

Once you create your professional development plan, you will feel so empowered to **Grow!**

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## Step 7: Become Master of Your Time



*If you get Control of your time, you will get control of your life. ~ Bob Harrison*

When I became the master of my time, that's when I became a more effective childcare business owner. In fact, I make a to-do list everyday to assure that I control my time and to assure that time does not control me.

For example, before I head out to my center, I make a list of the most important task that I must accomplish while at the center and I do not focus on anything else until they are done.

After I finish the most important task, I move on to the least important task. Moreover, I have developed a habit of doing the things first that will give me a higher payoff: such as collecting tuition, focusing on quality care and building enrollment.

In an audio series by Bob Harrison (*The Increase Doctor*) titled, "**Time Increase.**" Bob Harrison talked about the importance of doing things that will give you a higher pay-off and the benefits of delegating task to others. Most of all; do most of what you do best.

Furthermore, I have come to the conclusion that when you do more of what you are good at and delegate low-pay off duties to others, you will feel more in control of your time. Also, you will find yourself, less prone to feeling stressed.



*It's time to double your power and your personal effectiveness!*

If your goal is to expand your business or to improve the business that you currently have, mastering your time has to be a part of you going to another level.

If you do not learn to effectively manage your time, you will easily become [burn out](#) and will be not be able to effectively manage your business.

Time Management resources For You



[Stop Wasting Time and take Control of Your Time](#)

[Time Management.com](#)

[The Psychology of Time Management](#)

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## Step 8: Think Positive



*Positive thinking will let you do everything better than negative thinking will.*

*~Zig Ziglar*

Most people that I meet seem to think that I am a very positive person; however, that has not always been the case. In fact, my poor attitude was big problem in my home daycare and in my early days of owning a center.

In fact, I complained about my parents most of the time and I was very insecure when it came to connecting with my parents. Also, as a center owner, I was not patient with my employees and I complained about everything that they did wrong. So, I guess you can say, I had a very poor attitude and lots of stinking thinking.

In 2005 I read a book by John Maxwell titled: [Attitude 101](#). That book helped to change my attitude along with many of John Maxwell Books. In fact, I realized that the business was not the problem, it was my attitude!

As I developed a positive attitude, I developed a stronger connection with my parents and my staff members just love me! So with that said, if you want to be a successful childcare business owner, stop complaining and start being more optimistic about your business.

I once heard my pastor say, what you complain about, you bring about. If you want positive relationships with your [parents](#) and [staff](#), it is vital that you get a positive attitude. After all, your attitude will be a magnet or it will repel **Success!**

# Step 9: Develop a 2013 Growth Plan



While I was reading John Maxwell's book, I realized that I was focused too much on goals and not on business growth. Check out this excerpt from John's Book:

*"If you focus on goals, you may hit them, but that doesn't guarantee growth. If you focus on growth, you will grow and always hit goals."*

WOW! After reading that quote, I realized why I was losing my passion for my business and it was because I was not focused on growing the business.

When it is time for you to grow, you get frustrated with where you are and you lose momentum. If you have that desire to grow, than I suggest that you join me in reading [John's Book, The Laws of growth.](#)

If you are not ready to expand your business now, but plan to expand in the future; this is a great time to develop a growth plan. There are many ways that you can grow:

- Improve your character
- Take some classes to enhance your business knowledge
- Add a room to your home daycare
- Move the business out of your home
- Add more vans
- Increase your licensing capacity
- Start a chain of daycares
- Increase your faith

Whatever your growth plans maybe for your child care business, your success depends on your ability to grow!

My hope is that you have a successful 2013, so be sure to download your Free [Growth Plan 2013 Reflection eguide.](#)

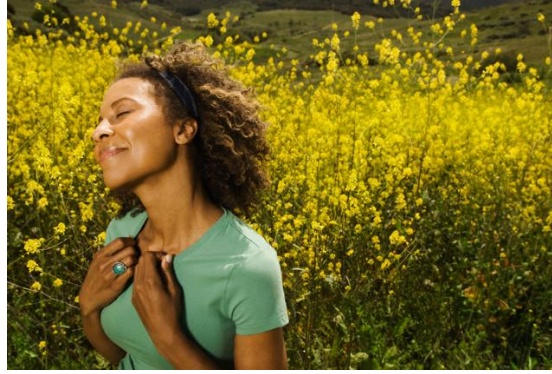
## Step 10: Five Ways to Stay Healthy in 2013



I have found that I am a more productive as a Child Care Business Owner when I am in my healthiest state. As a former medical assistant, I have witnessed what it's like to be sick with cancer, a heart condition, stroke, diabetes or even a hypertension. Moreover, study shows that when you develop a healthy lifestyle, that you will reduce your chances of many illnesses and diseases. Furthermore, I want you to know that your health is closely related to your business success, because when you feel great; you are more productive.

### Here are five tips to Stay Healthy in 2013

1. **Drink Plenty of Water.** Water is a regulator in the body (it helps to regulate body temperature, regulate blood pressure; it lubricates the disc in the back and so much more.) You only need to drink half of your body weight a day. For example: If you weigh 100 pounds, you only need to drink 50 ounces of water a day.
2. **Walk Daily.** Walking is great for your heart health and it helps to reduce stress in the body. If your goal is to lose weight, walking is a great way to lose unwanted pounds. Consider going on a walk for 30-45 minutes a day for your emotional and physical health. If you can't go every day, walk at least 3-days a week.
3. **Message Therapy.** One of things that I love about owning a childcare center is the financial freedom that it has brought me. In fact, I have been able afford to get weekly or bi-weekly massages. The health benefits to massage therapy includes: stress reduction, helps to get rid of migraines, releases cancer cells, a great way to detox the body and so many other wonderful health benefits. It is definitely a great way to escape from it all!



4. **Yoga.** I have been Practicing Yoga for about a year now and it is a great way to balance your mind, lower blood pressure, work every organ in the body, release negative energy, slow down the mind or revitalize the mind. If you are like me and don't have time to go to a yoga class, you can watch yoga videos on-line or purchase "how to" yoga Books. Check out yoga tips on my blog. [Click here](#)
  
5. **Eat Healthy.** Eating healthy is a sure way to becoming a healthier you. In fact, when you eat healthy, you feel better. You can start by eating fruits and vegetables with every meal, eat more whole grains and consume less meat. Study shows that eating too much meat, could be raise your blood cholesterol level. Also, choosing healthier snacks such as: popcorn, pretzels, carrot sticks, celery sticks, whole grain cereal bars are a healthy way to snack in between meals.

For more healthy living tips, be sure to join the becoming a Healthier You eClub, where you will get free healthy living tips every week!

[Join Now!](#)

**Have a Successful Year!**

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