

How to Compete Against Unregulated Caregivers

Emphasize safety and health issues. Identify what inspections, background checks, CPR training, and other tests you have passed. Tell parents they should ask about these things with informal caregivers.

Do not try to compete on the basis of price by lowering your rates.

Stress the value clients receive from your services. Promote the benefits of your program that an informal provider probably does not have:

“I offer a variety of planned learning and play activities to help your child be ready to succeed academically in school.”

“I have specialized training in child development, so I can respond quickly to your child’s needs.”

“I offer special services that will enrich your child’s education.”

Tell parents, “I am not the low-cost alternative.” Some parents will always pick the cheaper care. Let those parents go.

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