



3 Ways to Break into the Pre School Market

1. Provide 3 Educational Shows
2. Write a Useful Article for an Industry Magazine
3. Use Google Maps to Plan your Marketing



1. Provide 3 educational shows

Provide 3 educational shows instead of one 'fun' show.

Why? Because most early childhood learning centres have to provide a set amount of educational content and they are busy.

If you can give them an easy solution to these problems by providing fun ways for the children to remember age appropriate messages on topics like:

dental awareness, good diet, sharing, manners, stranger danger and road safety.

... and if you can provide them with a rotating system of shows that they know they can trust then they will pre book you for years ahead.



2. Write a useful article for an industry magazine

Run an ad alongside



Write a useful article for an industry magazine. They are always looking for contributions. Filling pages is an ongoing problem for most magazines. If you give them something unique and eye catching they will likely run what is essentially a feature piece on your service.

The title of this article I wrote is 2 easy ways to make your incursions stress free. Add some engaging pictures and actionable content. Then offer to run an ad for your services and specify it is to be run on the same page as your article.

I recommend running one of these articles as it gives you credibility in the industry.

3. Use Google Maps to plan your marketing

Imagine you have a pair of magic glasses.

You put them on and when you do you are can suddenly float up to 200 feet in the sky and when you look around the houses.

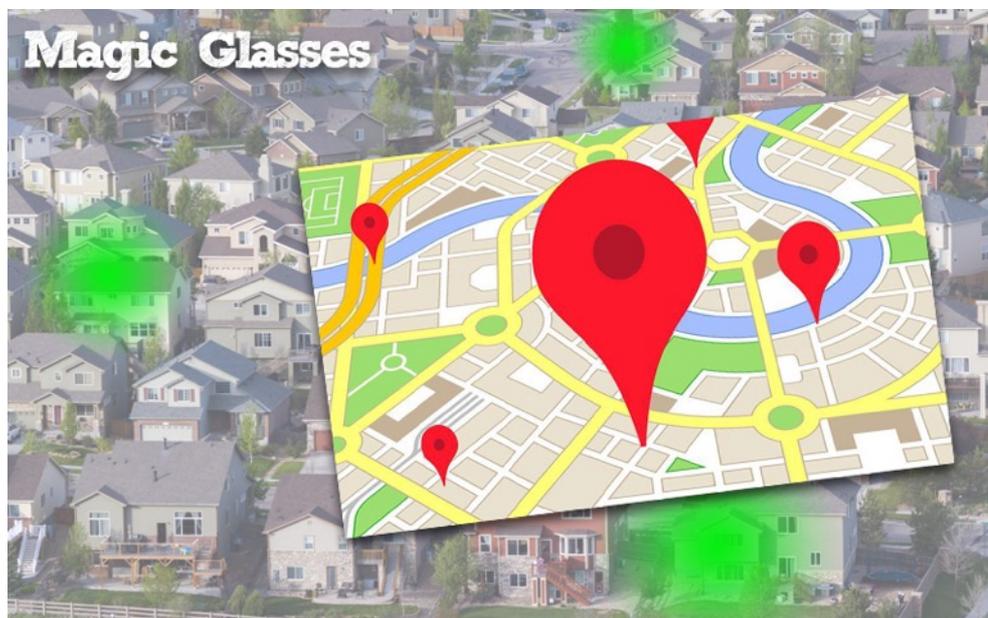
And every house where a 5 or a 6 yr old was having a birthday party... that house suddenly glowed green.

Now you don't have to pay Google Adwords to find out who's having a party, you can just walk straight up to their letterbox, and drop your information right to their doorstep. How good would that be?

How good would that be to have the guesswork taken out of finding your market...? To be able to make a business plan with a known quantity of potential bookers that you who they are and where they are?

Well, that is exactly what you can do with childcare centres and pre school centres.

I go onto Google maps and fly up to 200 hundred feet and type in the terms relevant for my locality which is child care centre, another is pre school, another is early learning centre... you get the idea... then I simply make a list.



My list is determined by my birthday party bookings. If say, on Saturday I have a booking in a particular suburb I search for 3 centres in that locality. Either on my way to OR on my way home from that party I call into these 3 centres. Remember this is on a weekend so I have to leave one of my marketing flyers for them but make sure you present it to them in a creative way. Don't just leave it in their letter box or it will likely end up in the bin.