

The Full Enrollment Formula



Kris Murray
President & Founder
The Child Care Success Company



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Thanks Fran for bringing me back

Thanks SmartCare for sponsoring this session



www.ChildCareSuccess.com




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What We'll Cover Today

- A little about me & my team
- Your 5-Step Roadmap to Full Enrollment
- Case studies, tools, and resources
- Summary & Action Steps
- Open Q&A (as time allows)

www.ChildCareSuccess.com



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Our Mission

- Vision: **Improve the child care experience for 1 million children**
- Mission: To provide child care business owners and leaders worldwide with the **marketing, management, and leadership** skills they need to run profitable, high-quality child care programs – resulting in a **healthier, better early learning experience** for children, families, teachers, and owners – worldwide.



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How We Make a Difference


170 Preschool Leadership Teams & Counting...



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Why the heck should you listen to me, anyway?

www.ChildCareSuccess.com



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Kris Murray
Author & Speaker

- Two 5-star rated books
- Thousands of copies sold
- Keynote speaker at many state and national conferences
– FLAEYC Sept 5-6



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Host of the Child Care Success Summit

The world's largest early learning business conference
Orlando, October 9-12
800+ attendees, 50+ exhibitors

Learn more at:
www.childcaresuccesssummit.com



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Social Channels & Free Resources for You

Podcast: Over 34,000 Downloads
Check out CHILD CARE ROCKSTAR RADIO on iTunes or Google Play →

Blog: www.childcare-marketing.com


Facebook: FB.com/childcarebusiness
Over 6,100 followers

YouTube: Over 4,400 Subscribers
Channel: The Child Care Success Company



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I've been featured in USA Today, FOX Business, Newsweek, the Wall Street Journal, INC. Magazine, Entrepreneur Magazine, and Child Care Exchange – to name a few.




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Most importantly, my team and I get the chance to serve **hundreds of ECE owners** and their staff, with our **coaching programs**.


Which means we get to have a **positive impact** on literally thousands of families with young children.



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And here's me with my kids, Owen and Maeve. We live in a little mountain town in Colorado.



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The Problems You May be Facing

- You've been **struggling to build your enrollment**, and you're FRUSTRATED that nothing you try seems to be working. Increased competition or lack of digital marketing expertise may be at fault.
- Lack of CLARITY on what's broken so you can fix it

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The Problems You May be Facing


- **PRICE vs. VALUE:**
 - You get calls from prospective parents, but they **just want to know your RATES**, then never call back or take your tour. You hate feeling like a commodity, because you know you provide a quality program for children.



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The Problems You May be Facing


- **TEACHER SHORTAGE / TURNOVER:**
 - You could enroll more children if you could find **more qualified teachers to hire** – who would stay working for you over the long term.



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The Problems You May be Facing


- **NEW to the MARKET:**
 - **You're just starting out**, either in your center or in your home, but you're anxious about how to get clients for a brand new program. You need help creating marketing that works from Ground Zero.



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You Need a Proven SYSTEM and Process


- System for getting the phone to ring
- System for getting people in the door
- AMAZING Tour System
- Follow-Up System
- Hiring System



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You Can Do This!

- Reasons to have **hope!**...
 - We have helped so many people desperate for answers, just about to close their doors
 - Just follow the **5-step roadmap** I'm going to give you today!
 - You can do this!! 😊



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Darla Riley, Owner/Director of Sulphur Springs Christian Preschool in Sulphur Springs, Texas



"In just 5 weeks following Kris's techniques, we enrolled 10 children, and **increased our revenue by \$55,000!**"



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**Christine & Jeff Teander
Ashebridge Children's Academy
Apex, NC**




"Our enrollment has surged with **24 new children** since we started using the ideas we've learned in Kris Murray's Enrollment Boot Camp!

We now have waitlists in four classrooms! This is a **20% increase in FTE** at one location and we're not done enrolling yet!"




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**Success Story: Andrea Wortman
Club K After School Zone
Portland, OR
11 locations**

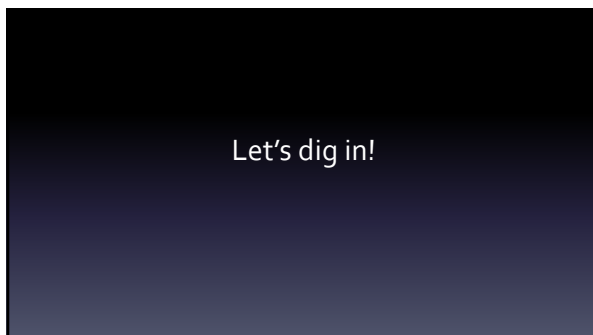


Reduced staff turnover from 67% to 17%

"Doubled my income, number of locations, and employees in 3½ years"



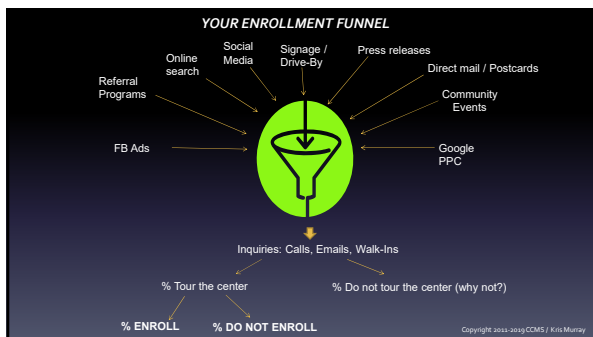
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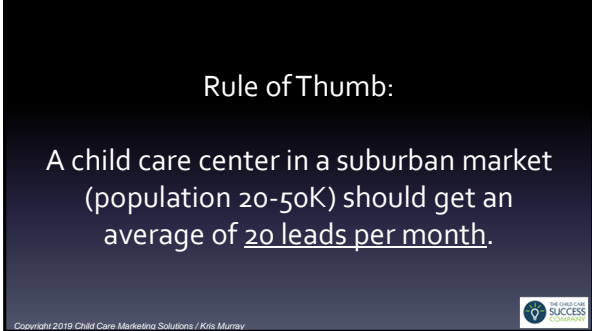
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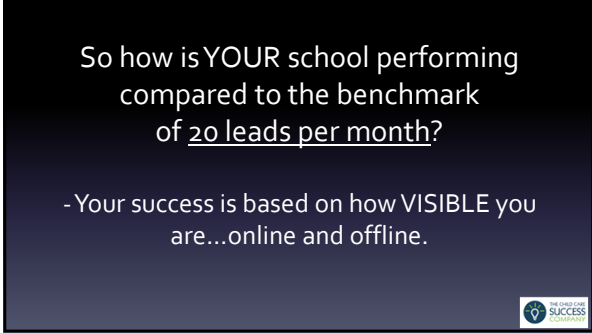
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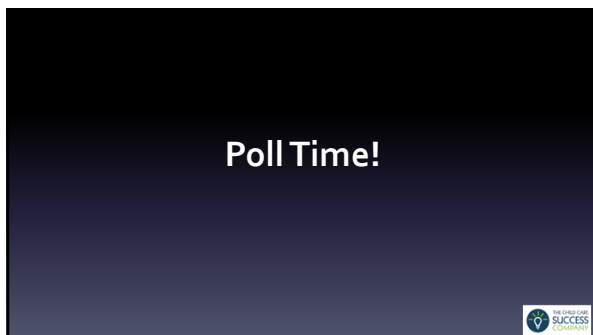
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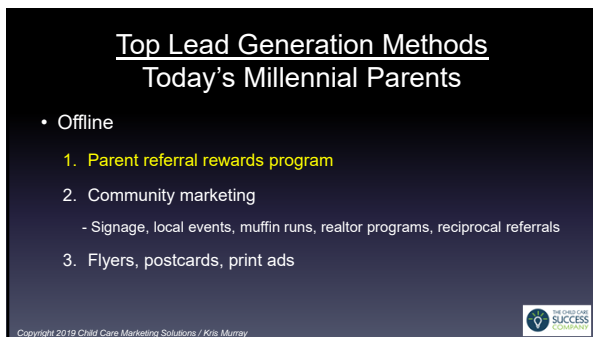
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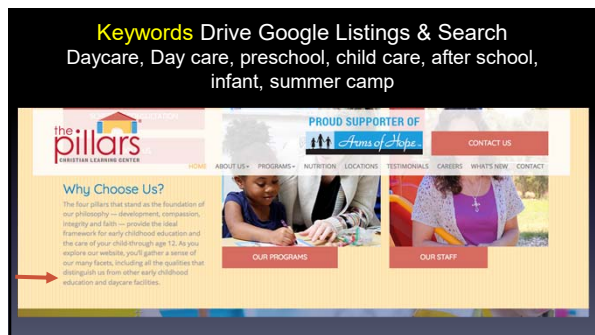
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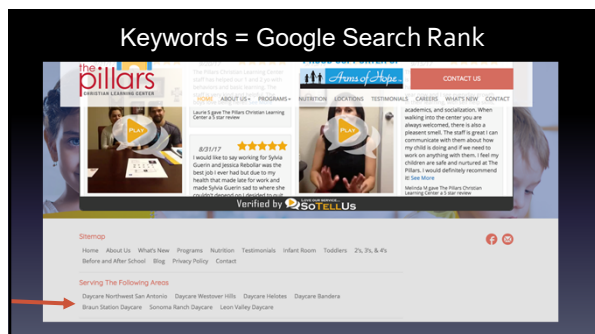
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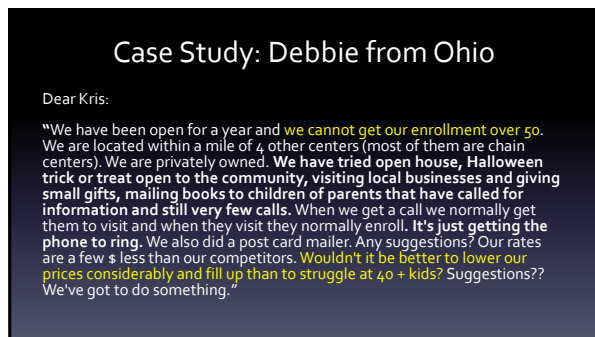
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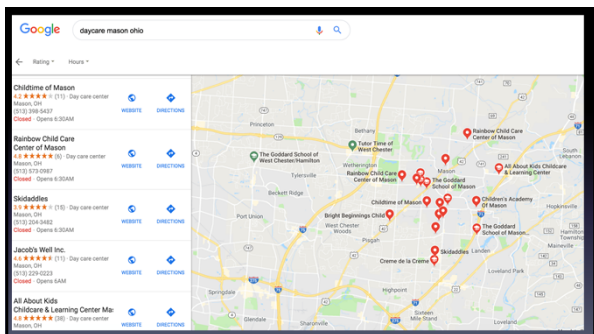
Case Study: Debbie from Ohio

What I did:

- Went to Google (logged out) and typed in "preschools Mason Ohio" and "daycare Mason OH".
- Both searches came up but in the first 2 pages of child care listings - NOT DEBBIE's program

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Top Lead Generation Methods Today's Millennial Parents

- Online
 1. Google Maps (google.com/business)
 2. Facebook Ads Manager & Boosted Posts
 3. Other social channels: Instagram, YouTube channel, Pinterest, Twitter
 4. Email Marketing to Your List
 5. Google Pay Per Click (PPC)

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Recap of Step One:

- **Be Visible** – be FOUND online first, then offline in the community
- Analyze where your leads are coming from
- Is "lead flow" up or down?
- Where can you be more visible? Where are you invisible?

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The 5-Step Formula:

1. Be visible
2. **Be different**
3. Build trust
4. Deliver your promise
5. Know your numbers

*You can do this!
Just 5 easy steps!*

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STEP TWO: Be Different

- Preschools all sound and "look" very similar **to a typical mom** calling your program
- It's often very hard to make the best choice
 - Rather than making it based on price and location...
 - Help them make it based on UNIQUENESS, VALUE and TRUST

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STEP TWO: Be Different

Three Big Elements of Your "Differentiation":

1. **Concrete, Compelling** Points of Difference that are Easy for Parents to "Get"
2. Backed up by Reviews & Testimonials
3. Your Personal Story – Your "Why"

We also sometimes refer to this as your "value platform"

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How Strong is the Value Platform of Your Message?

- Enables customers & prospects to **clearly, quickly understand** how you improve the lives of children (and parents)
- Highlights your top differentiators
- Easy to understand
- Compelling
- Builds trust in your program

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The 3 Ways We're Different

(from most other programs in the area)

- We are **NAEYC accredited** which holds us to a higher standard of quality (kind of like the Good Housekeeping seal of approval)
- We have a **nature-scape playground** that backs to open space and ponds (which kids love)
- We provide **fresh fruits & veggies** at every meal or snack (not canned fruit)

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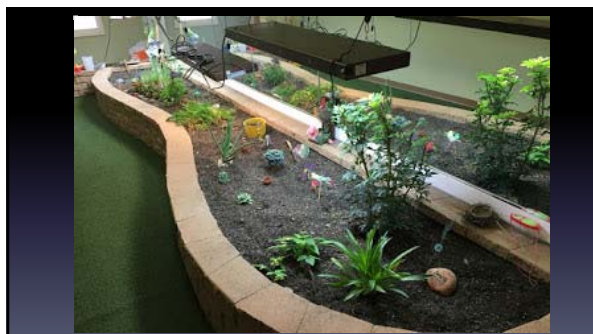


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TLC Academy (OH)
www.TLCHudson.com

PROGRAMS	APPROXIMATE AGE RANGE	TLC RATIO	STATE OF OHIO RATIO
infants	6 wks - 18 mos	3:1	5:1 or 12:2
young explorers	18 - 24 months	4:1	6:1
toddlers	18 - 24 months	5:1	7:1
junior preschool	24 - 36 months	6:1	8:1
preschool	36 - 48 months	8:1	12:1
pre-k	48 - 60 months	10:1	14:1
young 5K	60 - 72 months	13:1	18:1

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Value Platform Examples Online

the pillars
PROUD SUPPORTER OF *Area of Hope*

Why Choose Us?
The best people and staff are the foundation of our growing, independent, comprehensive, healthy and safe...
OUR PROGRAMS **OUR STAFF**

Customer Reviews
38 Customer Reviews
Avg. Rating: ★★★★★
 8/20/17 ★★★★★ "The best Christian learning center I've found out of 1 and 2 with before and after learning. The staff is very kind and helpful. The staff has been here for years...
 8/19/17 ★★★★★ "The best Christian learning center I've found out of 1 and 2 with before and after learning. The staff is very kind and helpful. The staff has been here for years..."

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Value Platform Examples Online



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Value Platform Examples Online



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STEP THREE: Build Trust

- All the way through the Enrollment Funnel
- How you generate inquiries
- How you handle the phone call
- How you handle the tour
- How you handle the follow-up
- How you "on-board" new families and communicate over the first 90 days


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Where the MAGIC Happens... *(Or Not)*


The Phone Call



The Tour



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A Typical Phone Inquiry

- Meals included
- Open 6:30a-6:30p
- 3 snacks
- **Had to ask her to elaborate on differences** – put on hold for 2nd time and I could easily have hung up
- "Corporate curriculum", daily schedule and themes
- A very unstructured presentation of all sorts of curriculum topics and enrichment ("boring and way too long")
- Never ask my name or my child's name

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How My Team and I Fix It

Three "Differences"


- All-inclusive STEAM curriculum
 - Arts, science, tech and math, dance - all included
- Unsurpassed kindergarten readiness
 - Here's why (and proof points if you have them)
- Outdoors every day – both structured learning and free play
 - An example of what they did today / earlier this week outside

- Much shorter, impactful, and memorable
- **Start the call by asking their name, child's name, tell me more about your child and the reason why you're seeking care**



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6 Best Questions to Ask When Touring a Child Care Center...



...and 1 Question to Always Avoid

Sharon Foster, Owner
Bells Ferry Learning Centers

"There are many things to consider when choosing child care for your family. Make your decision based on criteria that is important to you."



A Cool Way to Build Your Email List:
Sharon's eBook (example)

- Includes letter from the owner
- Builds trust
- Positions her school as a top choice
- Answers common concerns, fears, questions from parents

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Thanks for Touring Card (in Goodie Bag)



THANK YOU SO MUCH for visiting Busy Little Hands. It has always been our dream to create a quality childcare center in South Denver. We hope you enjoyed your time with us today and we look forward to serving your family.

BEST WISHES,
Steve & Jessica Lloyd

BUSYLITTLEHANDSELCO.COM



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The Happy Family Guarantee

HOME ABOUT PROGRAMS BENEFITS TESTIMONIALS BLDG FAQ CONTACT

OUR GUARANTEE

We believe you and your child will love ACA so much that we're willing to take all the risk through our ACA guarantee. After you enroll, if you become dissatisfied with our service for any reason, in the first 30 days we will refund your tuition, no questions asked.

Schedule Your Tour Today - (352)371-3360

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Recap: Can you see how all these tools and ideas build TRUST with parents?

- Differences
- Your story
- Expertise
- Awards & accreditations
- Testimonials and reviews

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The 5-Step Formula:

1. Be visible
2. Be different
3. Build trust
4. Deliver your promise
5. Know your numbers

*You can do this!
Just 5 easy steps!*

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STEP FOUR: Deliver Your Promise

3 main reasons **why parents dis-enroll**:

- 1) They don't feel communicated to – don't know what's going on
- 2) Teacher turnover in their classroom
- 3) Specific service issues go unresolved (repeated incident reports)


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STEP FOUR: Deliver Your Promise

Ways to Fix It:

- 1) TRAINING program and On-Boarding for New Teachers
- 2) **Digital Parent Communication App** with Daily Photos, Videos, Reporting 
- 3) Reduce Teacher Turnover by Tracking It and Working on Your Leadership, Culture, and Staff Appreciation pillars


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The 5-Step Formula:

1. Be visible
2. Be different
3. Build trust
4. Deliver your promise
5. **Know your numbers**

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Just 5 easy steps!*

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STEP FIVE: Know Your Numbers

- Because what you measure...IMPROVES
- You won't know how to **improve** your score if you're not keeping score
- It provides CLARITY....and clarity is power

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What to Track in Your Enrollment Funnel

- # of Inquiries
- Lead Source (Where Inquiries are Coming From)
- # of Tours
- Conversion % from Inquiries to Tours
- # of Enrollments
- Conversion % from Tours to Enrollments
- Monthly / quarterly / annually

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Sample Tracking Form

Enrollment Funnel Tracking Sheet - Based on Number of Families, Not Children

YEAR:	Jan	Feb	Mar	Apr	May	June
Total # Inquiries (Leads)	18	15	22	11	5	14
Total # Tours	7	6	12	7	1	11
Inquiry-> Tour Conversion	39%	40%	55%	64%	20%	79%
Total # Enrolled Families	4	3	8	4	1	2
Tour-> Enrollment Conversion	57%	50%	67%	57%	100%	18%
Inquiry->Enrollment Conversion	22%	20%	36%	36%	20%	14%

YEAR:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	YTD
Total # Inquiries	55	30			85
Total # Tours	25	19			44
Inquiry-> Tour Conversion	45%	63%			52%
Total # Enrolled Families	15	7			22
Tour-> Enrollment Conversion	60%	37%			50%
Inquiry->Enrollment Conversion	27%	23%			26%

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Recap:
The 5-Step Full Enrollment Formula

1. **Be Visible:** Be found by today's parents
2. **Be Different:** A compelling message with points of difference
3. **Build Trust:** Trust-building elements throughout
4. **Deliver Your Promise:** Keep them once you get them
5. **Know your numbers:** Tracking provides huge clarity


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Can you see how these steps can transform your enrollment process?

Can you find **just 3 hours a week** to implement these strategies?

The key is to just **START**.




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What 1 or 2 Actions from This Session Do You Commit to Completing in the Next 30 Days?

1. _____


2. _____



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I hope you learned a lot over the past hour.

"There's much more I have to teach you, Young Padawan!"

A black and white photograph of Anakin Skywalker and Yoda from Star Wars. Yoda is leaning in and whispering into Anakin's ear.


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Now, you have a choice to make.

You can do it alone, following this easy 5-step roadmap.

Or...

You can **learn more about getting my personal help.**

The logo for Child Care Success, featuring a stylized 'i' and the text 'CHILD CARE SUCCESS' above 'COUNTY'.

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Learn more about how we can help with a **complimentary Discovery Call / Strategy Session:**

A yellow curved arrow pointing from the text above to the website URL.

www.ChildCareSuccess.com

Kris Murray & Team

Toll-free: 877-254-4619

A solid red heart icon.

THANK YOU!

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