

# Discover your Uniqueness

Getting yourself apart in  
competitive market



# Imagine the future



What if every childcare provider could offer FREE childcare/preschool paid for through vouchers?

Picture this: Your city is organising a childcare/preschool fair that brings providers and families together so that families can check out the available programs in the area.

How will you stand out?

- What would catch their attention so that they come to your booth?

How will you increase the chances of them enrolling in your program?



# Identify your Uniqueness

Our own specialness or uniqueness is often oblivious to us. It takes self-objectivity and the help of others to uncover our special qualities.

The first step to uncover your uniqueness -

give yourself a big ol' **S.W.O.T**

What are your STRENGTHS - your zone of genius? Consider your personal strengths as well as your business/program strengths

What are your weaknesses? What do you struggle with or triggers you?

# Uncover your WHY



Reflect on why you chose to work with young children and their families. Go beyond financial reasons or logistics.

Here are questions to arouse your thinking:

When it comes to children, the early childhood niche, what breaks your heart?

What angers you, irks you or makes you mad in a way that most people don't understand?

Think of your own children, what kind of a childhood do you want (or wish) them to have?

# Values and Beliefs



My view of children is

I believe children learn by

Children should be taught

Childcare providers should

Parents today struggle with

# Define your Philosophy



One of the most important step you can take to stand apart from other programs is to have a defined philosophy that you strongly believe in. You should be able to explain it, defend it and demonstrate it.

Below are links to the most common philosophical approaches practiced in various types of childcare/preschool settings. You do not have to choose one approach. Most programs are eclectic having a blend of a few.

**Montessori**

**Reggio Emilia Inspired**

**Forest/Nature**

**Outdoor Classroom/Program**

**Waldorf**

**RIE/Magda Gerber**

Which of these supports your values and beliefs of caring for and educating children?

# Features and Benefits



Features state facts and tells what a product or service does.

Benefits explains how the product or service will help customer. It tells what they will get as a result of a feature.

List the features and benefits of your program

## Features Benefits

## Features Benefits

## Features Benefits

## Features Benefits

# Features and Benefits - Examples



## Features Benefits

Holy Moly childcare is licensed.

Holy Moly childcare meets & exceeds all health and safety requirements to ensure your child is safe at all times.

## Features Benefits

Holy Moly is open from 5:30am - 6:30pm Mon-Fri.

Holy Moly childcare has extended hours so that working families aren't stressed about trying to juggle drop off and pick-up arrangements.

## Features Benefits

Holy Moly childcare accepts children 6wks - 13 years of age.

Holy Moly accepts children all ages so that parents won't have to split their children up which allows siblings to spend more time together.

## Features Benefits

*(Non childcare example)*  
We sell ready-to-eat meal kits

Our ready-to-eat meal kits saves you time by taking away prep time so that you can enjoy more time with your family.



# Your Ideal Family



If you could hand-pick the families that enroll in your program, who would they be? (*Disclaimer: I am not promoting discrimination under the Civil Rights Act*) Here are a few questions to prompt your thinking:

.....

What are their beliefs about play? How do they view discipline?

Will they send their children to private or public school?

Do they have a desire to homeschool? What challenges are they facing?

How do they feel about their community/neighborhood?

What worries them about their child's future?

What keeps them up at night? How do they spend there weekends?

# Your Message



Top 3 messages you want to share about your program that would resonate with your ideal families.

What do you want parents to say about you and your program to their friends?

# Your Mission



Craft your mission statement:

I'm on a mission to \_\_\_\_\_ so that\_\_\_\_\_.

We offer/provide\_\_\_\_\_ for \_\_\_\_\_ who are unhappy

with\_\_\_\_\_. Unlike\_\_\_\_\_, we offer/our program\_\_\_\_\_

so that\_\_\_\_\_.

# Pulling it Together



The purpose of (name of program) is (to) \_\_\_\_\_.

I believe \_\_\_\_\_ because \_\_\_\_\_.

Our philosophy is \_\_\_\_\_.

I'm on a mission to \_\_\_\_\_ and I do this by \_\_\_\_\_.

At (name of program) , we (insert mission statement).

\_\_\_\_\_ .

I hope you found this training helpful. If you'd like in-depth guidance or support on this, please do not hesitate to reach out

## The Play Suite

At the Play Suite, we believe in the transformative power of a compelling mission that ignites 'a game worth playing' for its employees, families and other stakeholders. Our mission is to help owners create a profitable and sustainable program that positively impacts children, their families, staff and the ECE community as a whole

[The Play Suite Website](#)

[Email us here](#)



# Hi! I'm Adrienne

I'm a childcare business owner/provider, entrepreneur, author, & your personal cheerleader dedicated to helping you become the business owner you most want to be. I started my home childcare in 2001. I currently own and operate my business in California. Now, as the founder of Thriving Childcare, I write to thousands of childcare professionals just like you. My passion is helping fellow providers build and grow sustainable, quality thriving childcare businesses. I would love it if you would join our community of childcare providers and visit me at [thrivingchildcare.com](http://thrivingchildcare.com).



Talk soon,

*Adrienne Bradley*



[thrivingchildcare.com](http://thrivingchildcare.com)

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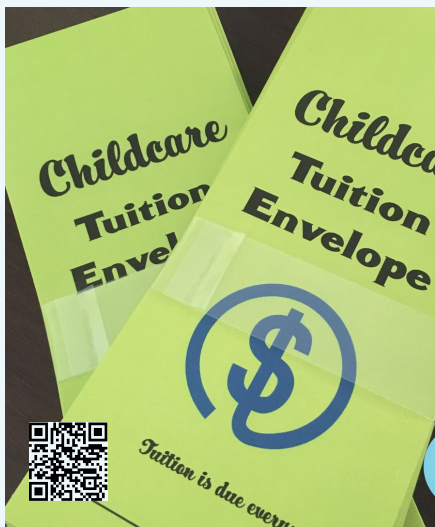
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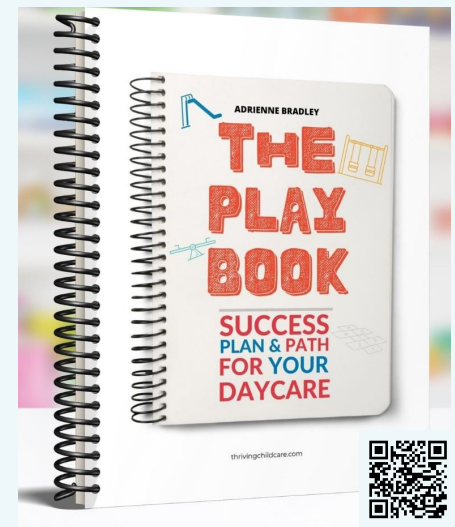
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