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## Family Child Care Marketing Guide (2nd Revised edition)

By Tom Copeland

Redleaf Press. Paperback. Book Condition: new. BRAND NEW, Family Child Care Marketing Guide (2nd Revised edition), Tom Copeland, Maximize your family child care (daycare) program's enrollment and income with proven tips from Tom Copeland. Whether you are just starting out or have an established business, this resource provides the best marketing strategies for promoting your program and filling it to capacity - even during tough economic times. This second edition of Family Child Care Marketing Guide includes information to help you Identify and communicate the benefits of your program to prospective, current, and former clients Market your business using low-cost promotions, the Internet, and social media Network with professional organization and agencies Determine what rates you should charge Resolve common marketing issues and evaluate your marketing plan This guide also contains checklists, worksheets, and forms to complement your marketing plan.



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