



How to Identify Your Benefits

If you are having trouble identifying the benefits of your program here are some suggestions:

- Give the parents in your program an evaluation form to fill out when they leave your program. Ask them what they liked best about your program, what you could do to improve your services, and whether they would recommend you to another parent or not.
- Give your current clients a survey and ask what they like best about the care you provide. Ask if they will be willing to have their name given out as a reference to prospective parents.
- Ask other providers or friends to give you feedback about your program.
- Ask your licensor what she feels is unique about your program.
- Ask the children in your care what they like best about being in your care.

Take all of the information you have received, look for common themes, and summarize the results. Then share these benefits with prospective parents by saying, "Here's what others say they like about my program."

This handout was produced by Think Small (www.thinksmall.org). For additional family child care business publications, contact Think Small's publishing division, Redleaf Press, at 800-423-8309 or visit www.redleafpress.org.