

Advertising Your Business

Advertising your Childminding and Nanny Service makes good business sense at any time, but even more so during these difficult times. Advertising vacancies can achieve two goals. It helps fill vacancies, and highlights your service. Below are a few tips to get you started:

- When writing up your advertisement, try to put yourself in the place of the parent choosing a service.
- What type of service would you want for your child?
- What are your unique selling points?
- Add colour and pictures to help parents visualise what your service looks like.
- Make it friendly and personal – a long list of your qualifications does not tell the parent very much about your service.
- Put your telephone number on tear off slips at the bottom of your advertisement to ensure that people do not remove the whole advertisement from the display board.

The following are a few samples to help you on your way. Use some of them to suit your Childminding service:-

Advertisement One:

In my Childminding service we like:

- To have fun and play and learn new things (indoors and outdoors)
- To make lots of pictures for Mammy and Daddy
- To eat healthy home-cooked food
- To sit and read our favourite books
- To sing our favourite songs
- To be kind to one another
- To rest when we are tired
- To go on long walks, jump in muddy puddles and collect lots of leaves to make pictures when we get home

Childminder, Experienced, Qualified, Insured and *Childminding Ireland Registered* available to mind your children in her own home. Please call
..... on:.....

Advertisement Two (for a Drop-in Service or could be adapted for a full-time service):

Because you want the best for your child.... learning, having fun and making friends.

In an environment where s/he will be safe, happy, and cared for by someone you trust, with the flexibility that suits you...

Then this is the service for you. Places can be booked hourly, daily or occasionally, allowing you to shop, attending appointments or simply take some time for you, while knowing your child is in turn having some fun time with a Qualified and Registered Childminder

Phone:

Email:

Advertisement Three:

Kind and caring, Registered Nanny available to mind your children in your home. I am committed to providing a quality childcare service. The well being of the children I mind is of the utmost importance. I have written policies and procedures for my Nanny service.

3 years experience

Registered Nanny with *Childminding Ireland*

First Aid, Quality Awareness Programme and FETAC Level 5

Competitive Rates

References available

Local school, nursery and play group collection.

For more information please contact:

Advertisement Four:

Home Away from Home

- Kind, caring Registered Childminder available to mind children (all ages) from my own home
- Fully Registered, Insured and References available
- Friendly home environment with plenty of educational and fun toys and activities to keep your little one happy
- Nutritious home cooked meals
- After School Care also provided

Please ring on

Advertisement Five:

Registered Childminder Available

Experienced Childminder available to mind children of all ages
in my own home

8.00am to 6.00pm - Monday to Friday
(flexible hours)

Registered with *Childminding Ireland* and
Fully Insured

Indoor and outdoor activities and organised day trips
Outdoor Play Area with swings, slides, water-play, music, arts & crafts
and lots, lots more

For more information contact on

