

# **10-Step Checklist for Growing Your Daycare Business**

**Here's a quick checklist you can use to grow your daycare business:**

- Build strong, trusting relationships with families through daily communication and updates.
- Create a clean, safe, and inviting daycare environment that appeals to both children and parents.
- Market your daycare effectively with a simple website, social media presence, and local outreach.
- Offer unique programs or services that set your daycare apart, such as gardening, music, or extended hours.
- Strengthen your curriculum with literacy, art, math, and science activities tied to early learning guidelines.
- Manage finances carefully with organized receipts, clear payment policies, and fair rates.
- Invest in professional development to show families your commitment to high-quality care.
- Network with local organizations, libraries, and other providers to build community connections.
- Encourage referrals and testimonials from happy families to attract new clients.
- Plan for sustainable growth that maintains quality and supports your personal well-being.