

## Marketing for 4 to 7 Year Olds

Marketing for these age levels can be challenging due to the number of “extra-curricular” activities available. In addition, many children spend more time in pre-school and parents are often cautious about over-scheduling their children.

Your most effective marketing will be with the parents who are currently in your *Cycle of Seasons* program, parents who already know and trust you. Work to retain as many of them as possible; enlist their help in spreading the word to new families. Consider the following:

- Be prepared to answer the concern of the child being tired from school. Explain that what we do in the *Music Makers* class actually **energizes children in a positive way**. It **nourishes them**, giving them what they need both **mentally and physically**.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make a concerted effort in the *Cycles* class to talk about what happens when the children get into the *Music Makers* class. Carefully planned comments that are delivered in a manner that seems casual are very effective in setting the stage for parents re-enrolling their children.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make use of the Parent *Communique*s before sign-up times (more on these tools later). *Make note of your favorite Communique(s) and the dates you will use them:*

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Know your competition: find out as much as you can about the music programs at local preschools. Without disparaging other programs, this will allow you to tell parents both the musical and developmental benefits that

*Music Makers* affords their children.

*Other Music Programs:* \_\_\_\_\_

*Music at the Preschool:* \_\_\_\_\_

*Other Popular Activities for 4 to 7 Year Olds:*

- Scheduling *Music Makers* is tricky. It can make the difference between having a class run or not for lack of registrants. Ask your parents for help in determining the schedule (see example below). Once the schedule is set, ask your parents to help you fill the class – offer incentives as necessary.

## Help us try to make our fall schedule fit your schedule!

*Please note: by signing this, you are not registering, simply suggesting. We'll do our best! Thanks!*

| Name            | Age in Sept. | Days                                           |   |    |    |    |   |  | A.M. Times   | P.M. Times   | Comments |
|-----------------|--------------|------------------------------------------------|---|----|----|----|---|--|--------------|--------------|----------|
|                 |              | Circle all possible days and * your favorites! |   |    |    |    |   |  | list a range | list a range |          |
| 1 Andrew Ritter | 4            | M*                                             | T | W* | Th | Fr | S |  | 9:30 - 11:45 | 3:15 - 5:00  |          |
| 2               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 3               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 4               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 5               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 6               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 7               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 8               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 9               |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 10              |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 11              |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |
| 12              |              | M                                              | T | W  | Th | Fr | S |  |              |              |          |