




Ashley Binns
Consulting



Will Ashley Binns Consulting Get me Results?

And How is **Working with Ashley Binns**
Different than any other Childcare
Business Consulting Program?

www.ashleybinns.com

Dear Childcare Business Executive to Be,

Starting a Childcare Business is no easy task! And with the way that the industry has shifted in the last couple of years, this new Childcare Business Landscape can be hard to navigate.


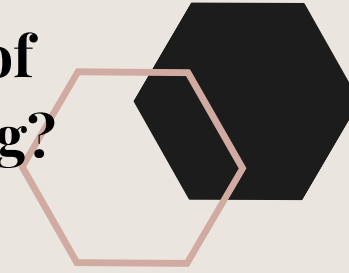
For Starters, trying to become licensed, finding the right location, and understanding what licensing will want for you to even be able to be officially licensed within 12 months can be overwhelming. It's like you have all of this information through the research you've been doing, but you don't know where to begin. Beyond that, When it comes to becoming a Licensed Owner, days are gone when you can set up your in-home or commercial space without being strategic about what families are looking for.

In fact, most of the families you will be serving are millennials who want instant access, instant replies, and anything else instant they can get their hands on. What this means for you, is that if you plan on starting a Childcare Business with no automation, your services will be viewed as outdated, which will result in families choosing your competitor over you.

This is why having someone that can guide you along these unknowns is essential in reaching your goals IF you want to do that within the next 12 months.

So What do I Get Out of Ashley Binns Consulting?

A Step-by Step Plan to help you Save Time and Money.



Laying the Right Foundations

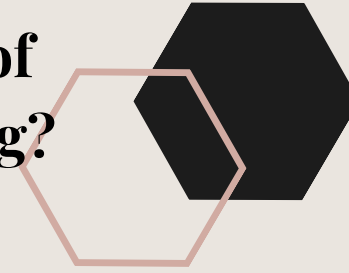
If you want to truly be successful at Owning and Operating Your Childcare Business, you want to lay the right foundation. The first thing people usually ask about is finding a location when in reality they need to figure out how to be profitable at doing this. Laying the RIGHT Financial Foundations is key to ensuring your Childcare Business won't be a one hit wonder.

A unique Step by Step Plan

Yes, you can get all of the information we provide by googling and watching YouTube videos. The issue with that is that information is not set up in a strategic systematic way that is unique to your situation. As an example: You have a location in mind and it's in the best part of town, but what you don't see is that the square footage needed according to Licensing, would mean that this location will actually not be profitable. I have seen this happen time and time again, and the Owner ends up operating their home daycare or center that can never be profitable in it's current state.

So What do I Get Out of Ashley Binns Consulting?

**Become the Visionary,
not the Employee of
Your Own Business**



Stepping into the Owner Role

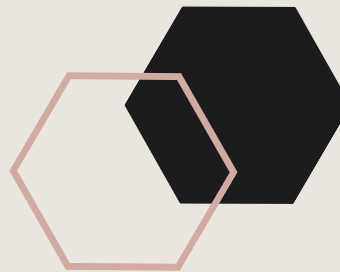
Every successful company has a Chain of Command and it's there for a reason. The problem with most Childcare Owners is that they tend to fill more than one of the roles listed.

Whether it's being the Opener, Cool, Toddler Room Teacher, when you're involved in the Day-to-Day Operations, you are doing your center/school a Dis-service, and are not operating at the highest version of yourself as CEO.

Better Work-Life Balance

Hustling, Working Long Hours, and being all over the place because your center/school consumes most of your time leaves no room for Family, Hobby, Vacation, and a Full-filling lifestyle. There is a difference between EXISTING and LIVING. Yes, you want to serve children and families well, but the people that deserve the best of you, are your own children and family! After all, THIS is why you're doing all of this in the first place.

What will I be Doing when Working with Ashley Binns Consulting?



Our Goal that we are after is to ultimately help you Start and run your Childcare Business like a Corporate Business that ensures you provide High Quality Childcare Services and a Great Work-Life Balance

The Ashley Binns' Getting Started Process is made up of these 4 Key Elements

1

Financial Foundations

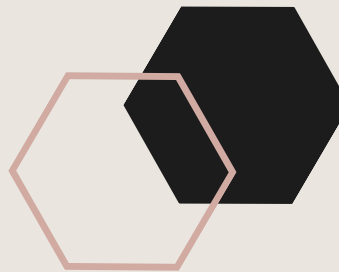
No Matter if you are starting in your home or commercial space, if you don't know your numbers, you're already setting yourself up to fail. What we are not going to do, is help you set up a non-profitable business. The first thing we will do together is set up your Financial Foundations by helping you create a Budget Plan that will help you determine how much you should charge, how much you will need for assistants or payroll, how much will you need to get started, and most importantly what will it take you to profit. As a Client, you are provided with an Excel Workbook Template that will act as your financial roadmap guide.

2

Licensing/Legal Foundations

There is no secret that yes, there is a lot of red tape that you will have to go through before you are even eligible to be considered to be licensed. Your State has a laundry list of laws and regulations, and if you try to navigate these on your own, buckle up, because the ride will be bumpy. But when you work with me and my team, we will ensure that the ride will be easy to understand, and we will help you find ways to ensure your space is ready to go when licensing comes to do their initial inspection. On top of that, we will also help you determine what kind of training and classes you will need to take to be in compliance as an Owner or Director, whichever role you decide to take on as the Founder of Your Childcare Business, and last but not least, we will walk you through how to set up your business like a true business in ensuring you understand Business entity and which one is right for you.

What will I be Doing when Working with Ashley Binns Consulting?



Our Goal that we are after is to ultimately help you run your Childcare Business like a Corporate Business that ensures you provide High Quality Childcare Services and a Great Work-Life Balance

The Ashley Binns' Process is made up of these 4 Key Elements



Marketing and Enrollment

It's one thing to become licensed, but if you don't have a plan to Market and Advertise, you might as well be closing your doors as soon as you get them opened. What we will help you do is learn how to set up your Marketing in an Automated way. This means you will learn how to ensure you are advertising 365 days a year! Days are gone where expecting flyers and word of mouth is going to do the trick. We will show you how to set up a proper website, employ a Customer Relationship Management (CRM) system and how to drive traffic to your door and get your phones to ringing even before you're opened.



Automation

Chances are you thought about putting systems in place, but you probably haven't thought about putting Automated Systems in place. Of if you have, again you have no clue as to what that looks like. But how many of those are automated? Most Owners that start out WITHOUT Automated Systems need to get ready for being all over the place day in and day out. We will work together to help you create and set up the Automation Pieces needed to have your Childcare Business run like a well-oil machine that ensures High Quality and Decreases System Breakdowns.

What Makes Ashley Binns Consulting Different?

Our Mission is to Provide Solutions to Owners of Early Childhood Education Businessess that help them ensure a great work-life balance.



Unique Customized Solutions

There is a difference between coaching and consulting. Coaching simply guides you or tells you what to do. Consulting offers to Do it with you or even for you. When you work with Ashley Binns and The Childcare Business Executive Team, you get all of those things. Whereas other programs on the consultants on the market only offer one of these things. This can leave you in a position, where you know what to do, but still, need assistance with actually getting it done. Because of our unique mix of coaching and consulting, you get Unique Customized Solutions tailored specifically for your Childcare Busienss.

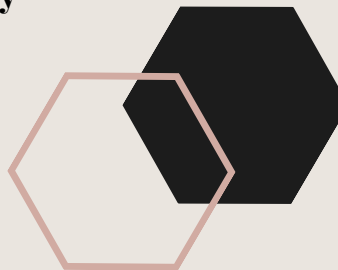
Automation Support

If you're looking to have an up-to-date Childcare Business Model, you will not find this level of support when it comes to Automation and Tech. Ashley Binns Consulting is the ONLY Consulting Agency that specializes in helping Owners of Early Childhood Education Businesses employ Robust Automations Processes and Ecosystems within their Center and Schools.

Access to a Corporate Team

In her ten years of running and owning her own Childcare Business, and working with other Owners since 2016, Ashley Understands that you need access to a complete TEAM of Experts. Ashley Binns Consulting is the only Childcare Consulting Agency that offers you access to being able to employ complete Corporate Style Departments directly into your Childcar Business. Ashley and her Team will be behind you every step of the way to ensure your Busienss Success and Work-Life Balance Success!

When you Put this all together, The only results will be YOUR SUCCESS!



What you'll Get Access To:

On-Demand Training

You'll get access to Childcare Business Training that will walk you through every step of the process that you'll be working through with your assigned coach. This allows you to understand the fundamentals of what it takes to Automate Your Childcare Business.

Expert Support

You'll get daily access to experts who will walk you through your specific area of concern so you can walk away with the answer you need. You'll Also get 1:1 Support with your assigned Expert Coach, so you're never feel alone in this process.

Elite Community

Be able to Network and be in a community of only the top 1% of Childcare Business Owners who are like-minded and are working to be ahead of the industry curve who are all adopting Childcare Business Automation and a Work-Life Balance.

{ The Team }



Finance Solutions



Marketing and Sales



Business Development



Management and Leadership



Staff Training and Development



Staffing and HR



Automation and Tech