

A desk setup featuring a spiral-bound calendar, a laptop, and a notebook. The calendar is open to a page showing the days of the week: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, and SUNDAY. The laptop is partially visible on the right, and a notebook with a 'NOTE' tab is on the left. A small potted plant is in the top left corner.

# *The Nanny Agency School*

How to launch and grow a nanny agency the right way!

Stephanie Bauchum

## Module 1

### The Art of Owning An Agency

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Welcome to module 1 of The Nanny Agency School: How to launch and grow a nanny agency the right way! This week we'll work on developing the mindset of a successful agency owner. Quite honestly, launching an agency is easy, but it takes strength, determination and consistency to grow and maintain an agency. The more you grow, the more intentional you need to be about how your agency runs.

In this module, we will do the inner work to get to the core of why you're launching an agency. We'll establish the overall vision, the goal of your agency and how to be in position to be found by great families, nannies and household staff. We will cover:

- The Mindset
- The Mission
- The Ministry
- The Money

Answer each question below and complete each task. Be sure to check our private Facebook group to join in on a deeper dialogue about module 1.

## Module 1

### The Art of Owning An Agency: The Mindset

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1. Why do you want to launch a nanny and home staff placement agency?
2. What are your biggest strengths? i.e. creative, great planner, administrative work etc
3. What are your biggest weaknesses? i.e. Social media, clear communication, making decisions, asking for help etc.
4. What are your biggest fears with launching an agency? i.e. financial investment, competing agencies, not finding families who can afford my services, no help. etc.

## Module 1

### The Art of Owning An Agency: The Mindset

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5. Turn those fears into positive declarations/affirmations. i.e.

*“I have enough money to launch an agency.”*

*“There are families specifically assigned to me and they have no issue with paying a \$4500 placement fee.”*

*“It’s easy finding great quality nannies and home staff who are ready to commit to families.”*

**Module 1**  
The Art of Owning An Agency:  
The Mindset

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List 10 things you value and why. Family, my time, health, rest, etc. Commit to making these things a priority!

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



## Module 1

### The Art of Owning An Agency: The Mission

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4. List each job title and their responsibilities. This will help you outsource!  
i.e. *The social media specialist will help with creating content to engage potential clients, families, nannies, home staff and community partners. The person in this role will be responsible for answering inquiries and pushing potential clients to our agency website.*



**Module 1**  
The Art of Owning An Agency:  
The Ministry

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4. How will you help nannies/staff who are new to the industry?

5. Will you offer training and professional development? What kind?

6. How will you educate families on hiring household staff? How?



## Module 1

### The Art of Owning An Agency: The Money

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1. How much money do you want to make a year? (Think big!)
2. How will it make you feel making this amount of money each year?
3. What type of lifestyle do you want to live?
4. How much will you charge for permanent placements?
5. How much will you charge for temp or as needed placements?

#### BONUS

Take the free strengths test at [www.high5test.com](http://www.high5test.com)