

A desk setup featuring a spiral-bound calendar, a laptop, and a notebook. The calendar is open to a weekly view with columns for Monday through Sunday. The laptop is partially visible on the right, and a notebook with a 'NOTE' tab is in the foreground.

The Nanny Agency School

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

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Module 6

Creating Genuine Relationships

Welcome to module 6 of The Nanny Agency School: How to launch and grow a nanny agency the right way. Creating genuine relationships will not only aid in the growth of your agency, but it allows you to serve and build a network within your local community. The success of your agency isn't only about profit, but it's more so about the purpose and the impact your agency has with families, nannies and the community. In this module, we will cover:

Creating Genuine Relationships in the Community
Sample Email Scripts

Perform each task at your own pace and share your updates in our private Facebook group!
Remember to email questions to info@nannyagencyschool.com.

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Creating Genuine Relationships

We've covered nailing down the purpose of your agency in the beginning of the program. When you know the purpose, you'll have a better idea of where to position your agency. Once you're in the right position, you attract the right clients and candidates. Getting involved in your local community requires an intentional strategy, along with the right communication. The way you approach businesses and organizations in the community is a bit different than how we connect via social media. On social media, it's easy to hide behind your phone or laptop, but showing up and being present in the community requires another level of professionalism and vulnerability. Putting yourself out there isn't always easy, but definitely worth it!

How to build genuine relationships with your local community

When strategically building community relationships, find out where your target market likes to hang out. Where do they typically shop? What coffee shops do they frequent? Are they a part of professional organizations? Are they members of country clubs? Once you figure that out, only create relationships in those arenas. Remember, we love all people, but our agencies serve a particular niche. Grab your Niche Notes or a notebook and start creating a monthly community networking to do list.

My Networking To Do List

1. Make a list of 10 ideal businesses or organizations you'd like to partner with. i.e. The Rams, Pediatricians Network, New York Women's Bar Association, Golden State Warriors, etc
2. Connect with employees of those organizations on LinkedIn
3. Search LinkedIn, Facebook events, Eventbrite and groups for local events geared towards your target market
4. Sponsor or become a vendor at events within your target market
5. Consider joining a local organization or business club to meet other professionals
6. Host your own local events and partner with other organizations or shopping districts
7. Reach out to high end shopping malls, department stores, or shopping districts, and find out what events are happening in stores
8. Connect with a local non profit and volunteer. Get your nannies involved!
9. Ask your local Facebook groups about weekend events you can sponsor
10. Contact local PTA's and ask how you can provide snacks or donations for a giveaway
11. Connect with a local co-working community and find out about business events
12. Plan for the holiday season early!
13. Create a separate LinkedIn business page

Commit to at least 1 event per month and watch your network grow!

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Businesses and organizations to reach out to

- HR Departments
- Real Estate Companies & Realtors
- Local Neighborhood associations
- Community events
- Event Planners
- Event venues
- Wedding planners
- Bridal Shows and Expos
- Mom Groups and Organizations
- Homeowners Associations
- Homeschool Associations
- Birthing Homes
- Connect with baby and children photographers
- Newborn Care Specialists, Doulas, Postpartum Doulas, Midwives and birth workers
- Professional Business Organizations
- Country Clubs
- Hotels
- Conferences and convention. Contact your local visitors bureau

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When reaching out to businesses to share your agency, its best to keep emails short and sweet. Here are a few email templates that you can copy and edit when connecting with the community!

Cold email for special event and organization childcare.

Hello,

I'm interested in learning about opportunities to offer childcare for weddings, conferences, church services or for hotel guests (tailor the email to the venue/business). I own a nanny placement agency and we provide fully vetted professional nannies and staff for private families and for special events. We're now booking for the next year and would love to be considered for your clients.

We handle the check in and check out process for children, provide fun activities and can customize experiences based on the event.

Please let me know if you'd like to hop on a quick call, and I'm happy to share more about our services.

Thanks so much!

Agency Owner

Title

Website

Cold email for event sponsorship

Hello,

I am interested in learning about sponsorship opportunities for breakfast with Santa. I own a nanny placement agency and we serve families across the Dallas/Ft. Worth metroplex to provide professional nannies and household staff. We'd love to sponsor 10 breakfast tickets and hot cocoa. Please let me know the next steps and if you're available for a quick phone call. We're so excited to be a part of this year's event! Learn more about us at www.workwithmyagency.com

Agency Owner

Title

Website

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Cold email for event idea

Hello,

I am interested in hosting an event for local moms. We're a nanny and home staff placement agency, and we serve families by providing professional pre-screened nannies and home staff. Each quarter we host a mom's night out on the town, and we'd love to partner with Neiman Marcus for our next event. The night would consist of lite bites, shopping, live music, vendors and a featured speaker. Here's a link to a few photos from our last event. We know mom's would love Neiman Marcus since it's so close to the holiday season.

Learn more about us at www.myagencyrocks.com. I'm happy to schedule a call to share details. We look forward to partnering with you!

Agency Owner
Title
Website

Cold email for event vending

Hello,

I own a nanny and home staff placement agency and I'm very interested in vendor or sponsorship opportunities for Kids Fest of Seattle. Our agency matches professional nannies with loving families throughout the area, and we'd love to be a part of your event. Please let us know the next steps, as I've already completed the vendor application. Learn more about us at www.thebestagency.com.

Thanks so much!

Agency Owner
Title
Website

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Vending at the right event is great with meeting new potential clients. Many event venues may already have a setup in place, but always be prepared as if you're responsible for the full setup. Here are items to consider investing just to be prepared.

Vendor Check List

Tablecloth
Table
Retractable banner
10 x 10 canopy tent
Business cards
Email sign up list with extra paper and a clipboard
Business signage (table top)
Business cards
Info cards, literature, or trifold brochures
A freebie, ie candy, water, pens, keychains, goodie bags for kids
Raffle or giveaway bowl
QR code or scannable link directly to your website
Tape
Stapler
Scissors
Glue
String/rope to hang items on the wall or tent
Portable charge
Power strip (just in case)
Extension cord
A cooler for water, snacks or food for the day
Extra chairs
Cash
Square card reader or point of sale if selling products
Garbage bag
Hand sanitizer and cleaning wipes
Paper towels
Portable fan, if outdoors in the heat

Notes
