



# *The Nanny Agency School*

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

Stephanie Bauchum

Welcome to The Nanny Agency School!

Program Leadership Team

Stephanie Bauchum: The Nanny Agency School Founder

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**About:** The Nanny Agency School is a six month program for new and growing agency owners. The purpose of the program is to offer practical steps on how to grow a legal and ethical nanny and home staff placement agency.

**How:** Video teaching, livestreams, master classes, course modules and printable templates. You will be invited to the online program page where you can access course materials.

**One on One Sessions:** Throughout the duration of the program, you will have 3, one on one private sessions. These sessions will last about 30 minutes, and you are allowed to submit questions ahead of time. I will send out an email on how to schedule your session. If you'd like additional one on one sessions after the program ends, please email me at [info@nannyagencyschool.com](mailto:info@nannyagencyschool.com). Additional fees will be required.

If you have specific questions regarding technical difficulties, livestream schedules, payments, course links, downloads and program logistics, please email [info@nannyagencyschool.com](mailto:info@nannyagencyschool.com). Questions regarding Nanny Tees or Nannypreneurship should be sent to [info@nannytees.com](mailto:info@nannytees.com). I will try to respond within 12- 24 hours.

# *Course Outline*

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Nanny Agency Basics and Structure

Legal Agency Business Practices

Nanny Agency Insurance

Agency Systems and Processes

Agency Placement Fees

Hiring Agency Staff

Marketing Your Agency

Family & Nanny Intake Process

Backup Care & Corporate Clients

Agency Contracts and Agreements

Properly Vetting and Sourcing Candidates

Branding, Websites and Online Presence

Website and Business Auditing

Social Media, Partnerships and PR

Private Support Group

Monthly Livestreams and Mentorship

Email Scripts & Templates

One on One Sessions w/Stephanie

# *Private Community*

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Our official private Nanny Agency School Facebook group will open on the first day of class, October 10, 2022. Only paid program members will have access to the group.

Please send a request to join the group at [www.facebook.com/groups/nannyagencyschool3](https://www.facebook.com/groups/nannyagencyschool3) or use the Facebook search bar to find Nanny Agency School - Cohort 3 group.

The private accountability group is where you'll communicate in real time, offer support and accountability, share your wins and agency updates, and support your fellow group members. We ask that you not promote outside services, businesses or use the group for personal gain. The private group will be a safe place for everyone to learn and grow.

Agency modules, videos, contracts and group posts will not and should not be shared in the group. They will be added to our private member portal.

If you have concerns about the program, questions about accessing documents, links, events, payments, requirements and program logistics, please email [info@nannyagencyschool.com](mailto:info@nannyagencyschool.com).

# *Program Materials & Requirements*

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## **Materials Needed**

Computer or Laptop to access and print course materials. A phone will work but we can't guarantee the quality or connection will be clear.

Webcam or forward facing camera

High Speed Internet Access

Email Account

Zoom for livestreams, master classes and one on ones. Google Meet will be a backup

Planner or Calendar

Backup Drive or Device to save program materials

## **Attendance and Participation**

The Nanny Agency School will host monthly livestreams and master classes where you will receive a wealth of information. I understand your schedule may not line up with event dates, however it's very important to participate as much as you can. Each live event will be available for replay and you are welcome to submit questions ahead of time. To get the most out of the program, please set aside time weekly to work on modules and participate in the private Facebook group.

If you have an emergency and feel you cannot complete the program, please send an email. Remember you can go at your own pace so please don't feel pressured. Once you complete the program, you will be added to the alumni Facebook group. Should you decide to end your monthly membership, you will lose access to all livestreams, classes and modules. All fees are non-refundable, including paid in full registration.

Get ready to be stretched to a new level of business, success and wealth! Because owning a nanny agency is a high level service, we expect professionalism during the duration of the program. Please refrain from harsh language, speaking negatively against other members in the group and sharing confidential information with the general public. See you in class!

Stephanie

*Thoughts, Questions & Notes*

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