



ClassForKids.

ACADEMY

# Ready Set Launch: A Guide to Starting Your Own Club



# Hey!

So you've decided to launch your very own kids activity club. How exciting! Launching a kid's activity business can be a fun and rewarding venture, but it requires some **careful planning and execution**. From how you can stand out from the crowd, to building out your business plan, it can get tricky if you've never run a business before.

Lucky for you, this guide will give you the steps you'll need to **ensure that your kids activity club is a success!** Read on to find out all you need to know about starting your very own kids club.



# Defining Your Niche

You probably already know what activity you'd like to provide, so now it's time to define your niche. Why is this necessary? It's because it will help your club to differentiate itself from competitors and **make your club the go-to club for customers in your niche!**

So, how can you figure out what your niche should be? Research the market you're entering. Try considering what area on **the market has high interest** but low competition. What could you offer to your customers that no one else is?

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Let's look at some examples of how you can offer something different from your competitors:

- Offer one-to-one sessions
  - Offer a new or unique type of activity or class
  - Offer specialised classes for certain age groups
  - Offer lower prices than other activity providers
  - Offer classes at times that no one else is
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Top tip: Knowing what makes your club stand out is what will help you with marketing and branding further down the road too!

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# Researching Your Target Market

Next, you'll want to conduct some customer research. It's a good idea to get really granular with these things. Why? Because you have to understand how your target market thinks, **how they make decisions about their kids' activities, even what they sound like and how they act.** This will help you figure out how your club fits into their lives and how you can adjust your club to fit their needs!

**Remember: You'll want to consider both parents and kids in this research since you'll be catering to both!**

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**What you'll need to know about your customers:**

- **Where do they live?**
- **What interests do they have?**
- **What does their work-life or school-life look like?**
- **When are they free to join your classes?**
- **What do they sound like?**
- **What motivates them to book a class?**
- **Where do they hang out and get their information?**

# Devising a Clever Business Plan

Based on what you learn from your research, you'll now devise a business plan that outlines your **goals, target market, marketing strategy, financial projections, and operational details**. You will need to be specific and detailed. This is when you should consider how you will run your kids activity club: will you need to hire staff to teach the kids or will you do that yourself? Will you need a booking and management system like ClassForKids? You will want to spend some extra time on this step to minimise confusion or trouble later on!

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## 7 Things every good business plan has:

1. **A summary of your USP**
2. **A summary of your services**
3. **A market analysis**
4. **A competitor analysis**
5. **Financial projections for the first year**
6. **A summary of the logistics**
7. **A marketing plan**

**Devising a business plan for your kids activity club doesn't need to be complicated. Read our blog for some more hint and tips on writing one!**

# A Marketing Plan

Once you have a general business plan for your kids activity club, you will want to plan out how to let kids and parents know about your club! That means that you'll need a marketing strategy to determine how you will promote your club to reach your target market. This could include creating a website, social using your media presence, distributing flyers, collaborating with schools, and attending community events.

Think about what will convince them that your club is the right fit for their child: maybe it's the activity itself, your cost, your knowledge of the activity, or the location of your club! Whatever it is that makes your club unique in the eyes of your target market, you should be promoting that now!



**Top Tip: Consider where your target market hangs out and how they get their information. Are they likely to use the internet to learn more about your club? Or will a flyer at school be more eye-catching to them?**

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# Hiring the Right Person for the Job

If you do decide that you'll need staff, the next step will be to hire and train your new team members! Hiring the right person for the job can seem tricky at first, but it becomes much easier if you know what you're looking for. In our experience, it's important to hire staff that you can rely on and that echo the same ethos as your club. For instance, if you want your club to be known as a place for fun and learning, you would want to hire someone that reflects those things!

Plus, hiring the right person for the job can even open you up to brand new opportunities - like franchising your club!

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## Questions to ask in your search for the perfect team member:

- What experience will the new person need to have?
- Should they have experience working with kids?
- What personality will fit best with your club's ethos?
- What interests should they have? Would it be beneficial for them to have done your activity as a hobby?
- Does the person share the same values as your club?
- Would this person be a good and true representation of your club?

# And there you have it

Are you looking for more help in getting your club up and running smoothly from the get-go? Speak to a ClassForKids team member today!

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HEAR FROM OUR CUSTOMERS!



“Such an easy system to use. It is quick efficient and makes the admin side of the business so much easier. The team are very quick to get back with any assistance we need. Definitely glad we made the switch.” - **Corinne, The Valle Academy of Performing Arts**