

The Ultimate Checklist to Starting Your Kids Activity Club

So you've decided to launch your very own kids' activity club. How exciting! Launching a kids' activity business can be a fun and rewarding venture, but it requires careful planning and execution. Lucky for you, this checklist will give you helpful tips to get your club off the ground and skyrocketing for success.

Identify What Sets You Apart From the Rest.

Sure, you've got an amazing idea but why should customers choose you? Ask yourself questions like: Am I offering a class parents can't find elsewhere? Am I offering more tailored/focused sessions? Or, is it my value/pricing point that makes me stand out?



Research Your Market and Know it Inside Out.

To succeed, you'll need to: identify your target audience, their needs and interests, and the competition in your area.

Get to Grips with Finances and Budgets.

Be clear from the outset about the costs involved in running your club. Think about things like venue space, staff, equipment, supplies and marketing. Try joining a Facebook group with like-minded business owners to ask the right questions and seek advice from those who are already a few steps ahead of you.



Develop a Marketing Strategy.

It might sound obvious but you need a marketing strategy in place to reach your target audience. In your case, you want to reach as many parents as possible. We see the biggest success in marketing for clubs like yours via social media, and word of mouth. Spend time looking at other clubs or businesses you admire and see what they're doing differently, and think about how you can stand out from the crowd.

Tip: Incentives like referring a friend or trials for classes are very popular with parents once you get going, so don't forget to think about this as part of your long-term marketing strategy.

Get the Right People on Your Team.

We cannot stress how important this is, but getting the right people in your team is crucial to your success. You want to hire people with the right skills and attitude that match the brand you're trying to build. You'll need to make sure you have the right staff-to-class number ratio, too.

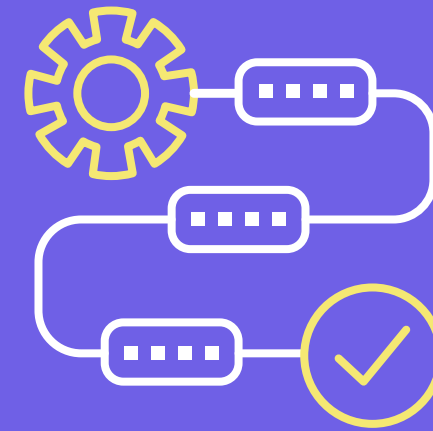


Consider Your Pricing Structure.

When you first start out, you might have a clear vision around what pricing model you want to follow. This could be based on being competitive or it could be a higher pricing point if you're offering something niche. Whatever pricing model you choose, make sure you always show your value to your customers.

Develop Policies and Procedures That are Robust.

You want to make sure that you have policies and procedures set up that protect your business. Before you get started, make sure you have well thought out terms and conditions, as well as a cancellation policy.



Ready, Set, Go: It's Time to Launch Your Club!

It's time to set your pricing, find a venue and get your club up and running! The moment has come to let everyone know about your new business. Put up flyers, post about your new club on social media, look into collaborating with schools or nurseries and spread the amazing news wherever you can!

Did you find this helpful? You can now subscribe to our newsletter, The Clubhouse, to get more content designed to get your kids' activity club off the ground.

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