



# The Ultimate Checklist to Optimising Your Kids Activity Club

Running your kids' activity business can be a rewarding and exciting venture, but taking it to the next level can be challenging. To sustain and grow your business, you'll need to optimise your operations, analyse what works and build a strong team around you. Here are our top tips on optimising your club with success.



## Optimise Your Processes

Now is the time to automate as many of your processes as possible so you can take a step back from your business to think about the future. We're talking about reducing your admin time and delegating by automating your emails, payments and bookings, as well as having all of your core details stored in one centralised place.



## Get Closer to Your Data

Okay, so you don't have to study for a degree in data science, but getting closer to your data will help your club progress to levels beyond what you'd hoped for. How? Because you're closer to the information that tells you what's working. You'll be able to tell which classes perform better, understand your most popular age groups, most popular location and so much more. You're essentially creating a blueprint for success.



## Build a Team That's Worth Shouting About

At ClassForKids, we're big on getting the right people on your team. Why? Because they're the people who represent your brand and help you build your ethos and culture. You should also consider which hires are going to propel your business forward.



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### Inside Scoop

In one of our recent podcast episodes, we caught up with Ashley from Skillz UK who said one of the best hires he's made is his Customer Relations Manager. Why? Because they're an expert in managing customer relations, making sure customers are happy and processes are streamlined. Take a step back and look at the bigger picture - who is the key hire that could change your business for the better?

**And then you have it - simple steps to scaling your kids activity club.**

## We're SO Much More Than Just a Booking Software

Our customers might call our booking software game-changing (no really, they do!), but we're also a team of people that really value our customers.

Your success is our success, and we want to celebrate with you as that happens. Here are just a few perks you get when you join the ClassForkids family:

- Industry-specific partnership offers and incentives
  - Free entry into our monthly prize draw
- Additional revenue stream with our Referral Scheme
  - Reach more parents with our Discovery Site
  - Award-winning support

Curious to see why joining our family could benefit your kids club? Chat with one of our growth experts to see what we can do for you.

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