



# The Ultimate Checklist to Scaling **Your Kids Activity Club**

So, you already run a successful kids' activity business, but you want to scale your club even further? Are you looking for inspiration on how to take things to the next level? Great news. Why? Because this checklist will show you how to increase your revenue and see continuous growth.



### **Areas of Improvement** The first step to scaling your business is taking a step back. It might sound strange but it's essential to

**Analyse Your Business and Identify** 

growth. This gives you the chance to look at your business out with day-to-day tasks that bog you down. You'll want to look at things like your best-performing classes, gaps in your finances and gaps in classes. If you can start by improving these areas, you'll start to improve your performance.

- we think it's pretty important too. If you think you've grown as much as you can in your current area, now might be the time to look at new locations.

It's not just Kirsty and Phil who are obsessed with location

Location, Location



with how you invest in new locations by using a waiting list to test demand. This way you can test demand without the financial investment of renting or purchasing venues.

Tip: With a booking system like ClassForKids, you can be savvy



### A great way of attracting and finding new customers is by investing in marketing. You'll already know what marketing channels are your most popular, so spend

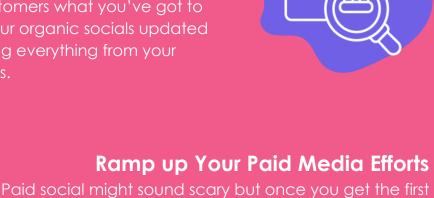
Invest Time in Developing a Structured

time investing in these. You'll want a clear strategy for your organic and paid social media (your ads), your website and any other marketing methods you use.



Create a Clear Social Media

with regular content covering everything from your classes to parent testimonials.



Marketing Plan



### here: running ads doesn't have to cost you a fortune! A great, affordable option is to run ads on social media.

This will allow you to generate awareness without spending crazy amounts, as you can set a daily or lifetime budget behind the campaign. You can easily run successful marketing campaigns for your club with a very small budget and social media platforms are a great way to start out!

ad up and running, it's really simple. And we'll be upfront



**Expand Your Programme Offering** 

If you're looking to grow your club, one of the best ways to do this is via the classes you're offering. You might be focused on one specific style of activity but by offering more variety, you're increasing the number of people

We cannot stress how important this is, but getting the You want to hire people with the right skills and attitude that match the brand you're trying to build.



class number ratio, too.



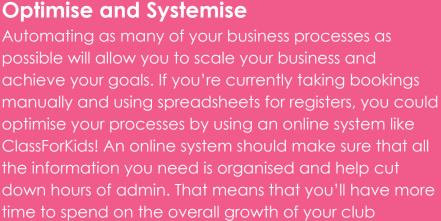
outside daytime hours.

It's important you don't spend too much time focusing on what your competition is doing, it's not a bad idea to check in every now and then. It's good to see what

classes and it's also an opportunity to upsell your classes

You'll need to make sure you have the right staff-to-





down hours of admin. That means that you'll have more time to spend on the overall growth of your club because the daily tasks are already taken care of! And then you have it - simple steps to scaling your kids activity club.



## customers.

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

happens. Here are just a few perks you get when you join the ClassForkids family:

Your success is our success, and we want to celebrate with you as that

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?

**Get in Touch** 

Chat with one of our growth experts to see what we can do for you.