GETTING STARTED WITH A MOBILE PRESCHOOL ENRICHMENT PROGRAM

Growing Smiles While Growing Income

A Free Starter Guide from Cheer Business Pro

WHAT IF YOUR NEXT BUSINESS COULD FIT IN YOUR CAR?

You don't need a large building filled with equipment to start a children's enrichment program.

You can take the program directly to the children!

Preschools, daycares, early learning centers, Mother's Day Out programs, and similar facilities are filled every weekday with young children ready to move, learn, play, and try something new.

Many of these centers already welcome enrichment programs such as dance, soccer, music, gymnastics, and other activities.

That's where a mobile preschool enrichment program comes in.

You bring the program.
The learning center provides the space.
The children get a fun new experience right where they already spend their day.

And you have an opportunity to turn something you enjoy into income.

Growing Smiles While Growing Income.

That's the idea!

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1. WHAT IS A MOBILE PRESCHOOL ENRICHMENT PROGRAM?

It's actually pretty simple.

You create a fun, age-appropriate program for preschool-aged children and offer it to local early learning centers.

Instead of families traveling to you, **you travel to them.**

Bring the equipment and supplies needed for class, teach your program, pack up, and head to your next class or location.

Your program could center around:

Cheerleading • Baton • Hula Hoop • Dance • Movement • Sports • Fitness • Music • Yoga • Creative Play

Or another activity that can be turned into a fun experience specifically for young children.

Start with one great program. As you grow, one program can become two, one learning center can become several, and one day of classes can grow into a weekly schedule.

2. ARE YOU THE RIGHT PERSON FOR THIS?

Here's the great news:

You don't have to be an elite-level coach or former professional athlete.

When you're working with preschool-aged children, knowing how to work with **preschoolers** can be far more important than having the highest level of technical experience.

The right instructor is patient, encouraging, dependable, energetic, comfortable being a little silly, and genuinely enjoys working with young children.

A little current or past experience with the activity you're teaching is certainly helpful, but you don't need to be able to perform advanced cheerleading, gymnastics, baton, or other skills yourself.

You're introducing young children to the basics.

You're helping them move.

You're helping them listen and follow directions.

You're celebrating their accomplishments.

You're making them excited to come back next week.

If you're great with little ones, that's a pretty great place to start.

3. PRESCHOOLERS NEED MORE THAN A "MINI" BIG-KID CLASS

A preschool enrichment class shouldn't simply be an older child's class made shorter.

Three-, four-, and five-year-olds learn differently.

They love imagination, movement, repetition, music, characters, pretend play, silly names, and activities that change before they lose interest.

A basic movement can become an adventure.

Balance on one foot? You're a flamingo!

March across the room? You're leading a parade!

Move a baton overhead? Launch your rocket!

The children are learning real foundational skills, but **to them, they're playing.**

That's the magic of a great preschool program.

And when children leave class smiling and excited to tell everyone what they did, you've created something parents and learning centers want to keep.

4. KEEP IT SIMPLE AND REPEATABLE

You don't need a completely new class format every week.

Preschoolers actually benefit from familiarity.

A simple class structure might include a welcome, warm-up, skill time, movement activity, game, and cool down.

The activities and themes can change while the basic flow stays familiar.

That consistency makes the class easier for children to follow and much easier for you to teach.

The goal is not to pack as much as possible into one class.

Keep them moving. Keep them engaged. Keep them smiling.

5. YOU DON'T NEED A TRUCKLOAD OF EQUIPMENT

Remember, you're mobile!

Choose equipment that is easy to carry, easy to set up, age appropriate, and useful in several different activities.

A few simple pieces of equipment can become dozens of things with a little imagination.

Cones can create an obstacle course one week and become "rocket stations" the next.

Floor spots can become lily pads, islands, stage marks, or home base.

Bean bags can become snowballs, treasure, food for hungry animals, or anything else your lesson needs.

Preschoolers bring the imagination. You don't have to bring an entire gym.

6. WHY LEARNING CENTERS?

Think about the convenience.

The children are already there.

Parents don't have to leave work, pick up their child, drive across town, sit through another activity, and then drive home.

Their child can participate in an enrichment activity **during the school day at a place the family already knows and trusts.**

The learning center gets another fun program to offer its families without having to develop and teach the program itself.

And you get the opportunity to teach several children in one location instead of trying to

attract individual families to your own facility.

It can be a win for the child, the parent, the center, and your new business.

7. START SMALL. THEN GROW.

You don't need ten locations to have a business.

Start with one program.

Find your first learning center.

Build relationships with the children, families, and staff.

Learn what works.

Then grow from there.

One center can become two.

One weekly class can become several.

And once you've established one successful program, you may decide to offer another.

A Cheerleading program could eventually be joined by Baton.

Baton could be joined by Hula Hoop.

Your business can grow at a pace that works for you.

The original guide described this same advantage: a mobile program can expand by adding locations rather than requiring you to immediately add physical space.

8. GROWING SMILES WHILE GROWING INCOME

This is the part that makes this type of business so exciting.

You're building something that can produce income while providing a fun experience for young children.

Imagine walking into a preschool and having a group of three-, four-, and five-year-olds excited because:

"It's CHEER day!"

"It's BATON day!"

"It's HULA HOOP day!"

They're learning.

They're moving.

They're laughing.

They're gaining confidence.

And you're building a business around creating those moments.

That's Growing Smiles While Growing Income.

SO...WHAT DO YOU ACTUALLY TEACH?

That's usually where the big idea becomes a much bigger question.

You may love working with preschoolers.

You may already know what program you'd like to offer.

You may even have learning centers in mind.

But now you need the actual classes.

What do I teach in Lesson 1?

What comes next?

How do I keep a group of preschoolers engaged?

How do I introduce skills at their level?

What games go with those skills?

How do I keep every week fresh without planning from scratch?

You could spend hours creating it all yourself.

Or you can start with a program that's already planned for you.

READY TO GROW SOME SMILES?

Cheer Business Pro Complete Pre-K Lesson Plans

Cheer Business Pro's Complete Pre-K Lesson Plans are created specifically for people who want to bring fun, organized enrichment programs to preschool-aged children.

Choose Your Program

PRE-K CHEERLEADING

PRE-K BATON

PRE-K HULA HOOP

Instead of wondering what you're going to teach every week, you'll have an organized plan to help you walk into class ready to teach, play, encourage, and have FUN with your kids.

You bring the energy.

You bring the smiles.

We'll help with the plan.

WANT TO LEARN MORE BEFORE YOU START?

This guide is meant to show you the **possibility** without overwhelming you with every detail on day one.

When you're ready to dig deeper, take some time to research the business requirements for operating a children's enrichment program in your area, how you want to structure enrollment and pricing, and what individual learning centers may require.

Cheer Business Pro also has a more detailed guide for those who want to take a deeper look at the business side.

But you don't need every answer before you allow yourself to get excited about the idea.

Start with the idea.

Find the program you love.

Do your research.

Then start growing.

Growing Smiles While Growing Income.

READY TO TURN THESE IDEAS INTO REVENUE?

You've got the space. You've got the staff. You've got the equipment.

Now you've got the ideas.

Cheer Business Pro can help you put them into action.

Skip the hours spent searching for activities, creating schedules, and building lesson plans from scratch. Our ready-to-use resources are designed specifically for cheer gyms and use equipment and supplies you likely already have.

From **seasonal Camp Game Books and Birthday Party Scripts to special events, activities, preschool programs and more**, the planning is already done for you.

Pick your program. Open registration. Start generating revenue.

You run the program. We help you plan it.

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