FROM IDEA TO INCOME

Your Next Steps for Starting a Mobile Preschool Enrichment Program

A Cheer Business Pro Guide

Growing Smiles While Growing Income

This version pulls forward the most useful business pieces from the longer guide, such as deciding how the program operates and understanding expenses, but keeps it approachable and assumes they are interested in building their program with Cheer Business Pro.

YOU LOVE THE IDEA. NOW LET'S LOOK AT THE BUSINESS.

You've learned how a mobile preschool enrichment program can bring fun, age-appropriate activities directly to children at early learning centers.

And you're thinking...

I could do this!

Now it's time to look a little deeper at how that idea can become an actual business.

The good news? You don't have to have everything figured out before you begin.

Your Cheer Business Pro lesson plans can take care of the **what am I going to teach?** part.

That leaves you free to focus on building relationships with learning centers, enrolling children, teaching great classes, and...

Growing Smiles While Growing Income.

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1. START WITH YOUR PROGRAM

Before worrying about having multiple locations or a packed weekly schedule, start with **one great program**.

Cheer Business Pro offers complete lesson plans for:

Pre-K Cheerleading

Pre-K Baton

Pre-K Hula Hoop

Choose the program that best fits you and the children you want to teach.

Your goal isn't to offer everything on day one.

Start with one. Get really good at it. Then grow.

Once you've established your first program, you can add another program, another learning center, another day of classes, or all three.

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2. DECIDE WHAT YOUR BUSINESS WILL LOOK LIKE

Keep this simple in the beginning.

Decide what area you want to serve and how many days each week you'd like to teach.

Then think about your basic class setup.

How often will you visit each center? Once a week is an easy model to consider.

How many children will you accept?

How much will families pay per visit?

Will families enroll monthly, by session, or another way?

You don't have to copy someone else's business model.

Build something that works for YOU.

A person looking for a small part-time business might want a few classes each week.

Someone else may eventually want multiple locations and instructors.

Both can be successful versions of the same idea.

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3. HOW COULD THE INCOME WORK?

Here's where it gets fun.

Let's use two simple examples: charging **$20 or $25 per child, per visit**.

Gross Income Per Visit

Number of Children	$20 Per Child	$25 Per Child
10	$200	$250
20	$400	$500
50	$1,000	$1,250

These figures show **gross income before expenses**.

And remember, 50 children doesn't necessarily mean 50 preschoolers standing in one class!

Those children could be spread across several classes or learning centers.

For example, five groups of 10 children at $20 per child would still generate **$1,000 in gross revenue per visit cycle**.

Now imagine building a weekly schedule with several participating centers.

That's where a small program can begin to grow.

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4. CREATE YOUR OWN INCOME GOAL

Instead of beginning with:

"How much money can I make?"

Try:

"What would I like this business to produce for me?"

Maybe your first goal is an extra $500 a month.

Maybe it's $1,500.

Maybe your long-term goal is to develop this into your primary business.

Once you have a target, you can work backward.

If your average class has 10 children paying $20 per visit, that's $200 in gross revenue each time that group meets.

Now you can begin asking:

How many classes or locations would I need to reach my goal?

Suddenly, the idea becomes something you can actually put numbers around.

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5. DON'T FORGET ABOUT EXPENSES

You don't need a huge facility or a room full of equipment, but every business has expenses.

Some will be startup expenses. Others may happen monthly or as your program grows.

Editable Expense Planner

Expense	Startup Cost	Monthly/Ongoing Cost	My Estimate
Cheer Business Pro Program	$_____		$_____

Business Setup/Registration	$_____		$_____
Insurance	$_____	$_____	$_____
Background Check	$_____		$_____
Equipment & Supplies	$_____	$_____	$_____
Website/Registration System	$_____	$_____	$_____
Payment Processing		$_____	$_____
Marketing/Printing	$_____	$_____	$_____
Transportation		$_____	$_____
Learning Center Fee/Percentage, if applicable		$_____	$_____
Other	$_____	$_____	$_____
TOTAL	**$_____**	**$_____**	**$_____**

Not every business will have every expense listed above, and costs will vary depending on where and how you operate.

The purpose of this chart isn't to make starting feel complicated.

It's simply to help you see the whole picture before setting your price.

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6. PUT YOUR INCOME & EXPENSES TOGETHER

Here's a simple worksheet you can use when considering a location.

My Program Numbers	Amount
Number of Children	_____
Price Per Child/Visit	$_____
Gross Income Per Visit	**$_____**
Estimated Expenses	$_____
Estimated Income After Expenses	**$_____**

Duplicate the chart for each learning center or class you're considering.

It doesn't need to be a complicated financial spreadsheet.

You simply want to know:

What comes in?

What goes out?

What's left?

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7. FIND YOUR FIRST LEARNING CENTER

Now you need somewhere to teach!

Start locally.

Look for preschools, daycares, early learning centers, Mother's Day Out programs, and similar facilities serving the age group your program is designed for.

And don't be discouraged if a center already offers enrichment activities.

That's actually useful information.

A center already offering dance, soccer, music, or another outside activity understands the enrichment-program concept. Your job is to introduce something **different** that could be another exciting option for its families.

Start making a list of centers you'd like to contact.

You don't need 100.

You need your first YES.

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8. WHAT ARE YOU REALLY SELLING TO THE CENTER?

You're not simply saying:

"I teach a preschool cheer class."

You're bringing the center another experience it can offer its children and families.

Think about the benefits from their point of view.

The program comes to their facility.

Children participate somewhere they're already comfortable.

Parents don't have to make another trip after school.

The center doesn't have to create the curriculum itself.

And the children get another opportunity to move, learn, play, and have FUN.

When speaking with a director, focus on **what the program brings to their center and families.**

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9. BE READY WHEN THEY SAY YES

This is the exciting part.

A director is interested.

Now what?

You want to be prepared to clearly explain the basics of your program, including the age group, class length, frequency, enrollment process, pricing, equipment needs, and what you need from the facility.

The original planning guide also identified these as the kinds of questions that should be decided before explaining the program to a potential center.

You don't need a giant corporate presentation.

You need to look organized, enthusiastic, and ready to answer the director's questions.

Professional doesn't have to mean complicated.

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10. DO A LITTLE HOMEWORK

Before accepting registrations or teaching your first class, research what applies to **your business and your area**.

Depending on where and how you operate, that may include business registration, insurance, background checks, taxes, contracts, payment processing, and requirements established by individual learning centers.

Requirements can vary, so there isn't one universal checklist that applies to every person.

Don't let that stop your momentum.

Treat it exactly like any other part of starting a small business:

Find out what applies to you. Take care of it. Keep moving.

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11. LET CHEER BUSINESS PRO HANDLE THE LESSON-PLANNING PART

You've already got enough to think about while starting a business.

You shouldn't also have to sit down every week wondering:

What am I teaching tomorrow?

That's exactly why Cheer Business Pro Complete Pre-K Lesson Plans were created.

Instead of a collection of random activities, you have an organized program designed specifically for preschool-aged children.

You can spend less time creating lessons and more time doing what actually grows your business:

Finding locations.

Building relationships.

Teaching great classes.

Growing smiles.

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12. START SMALL. THINK BIGGER.

Picture your first class.

Ten little ones are waiting for you.

They're excited because today is their special class day.

You teach.

They laugh.

They learn.

They leave excited about what they accomplished.

And your first 10 students can become 20.

Twenty can become 50.

One learning center can become three.

One program can become two.

You don't need to begin with a huge business.

You just need somewhere to begin.

YOUR NEXT-STEP CHECKLIST

Before you're ready to approach your first center, work through these basics:

- Choose your Cheer Business Pro Pre-K Program.
- Decide the general area you want to serve.
- Decide how often you want classes to meet.
- Determine your starting price.
- Estimate your basic startup and ongoing expenses.
- Research the business requirements that apply to you.
- Make a list of learning centers you'd like to approach.
- Decide how families will register and pay.
- Prepare a simple description of your program.
- Contact your first center.

Then?

Go get that first YES.

GROWING SMILES WHILE GROWING INCOME

Starting small doesn't mean thinking small.

A mobile preschool enrichment program can begin with one person, one program, and one learning center.

From there, **you decide what you want it to become.**

Maybe you want a fun part-time business working with little ones a few mornings each week.

Maybe you want to build multiple locations.

Maybe one day you'll train instructors to teach your program for you.

There isn't only one definition of success.

Build the business that fits the life you want while creating an experience little ones look forward to every week.

Grow the program.

Grow the income.

And most importantly, grow those smiles.

READY FOR THE PROGRAM?

Stop Planning the Lessons. Start Planning Your Business.

Cheer Business Pro has already done the lesson-planning work for you.

COMPLETE PRE-K PROGRAMS

PRE-K CHEERLEADING

PRE-K BATON

PRE-K HULA HOOP

Choose the program you want to bring to your community and start turning your idea into something real.

[EXPLORE CHEER BUSINESS PRO PRE-K PROGRAMS]

Cheer Business Pro

You run the program. We help you plan it.

One thing I especially like about this version is the progression between your two freebies: **Getting Started** makes them think *"I want to do this."* **From Idea to Income** makes them think *"Okay, I can see how this could actually work."* Then your paid Cheer Business Pro program answers the next question: *"Great. What exactly am I going to teach?"*

For social media, I'd lead with **"great with preschoolers"**, not "start a mobile enrichment business." The first line needs to make the right person stop because it sounds like them.

Social Media Post

Are you THAT person who is just naturally GREAT with preschoolers?

Patient. Fun. Energetic. A little silly. And somehow you can keep a room full of 3, 4 & 5 year olds smiling and engaged.

Have you ever thought about turning that talent into your own business?

A Mobile Preschool Enrichment Program lets you bring fun activities like cheerleading, baton, hula hoop and more directly to local preschools and early learning centers.

No building required. Start with one program. One center. And grow from there.

Grow Smiles. Grow Income. Build Something of Your Own.

Not sure where to start?

Download our FREE guide:
Getting Started With a Mobile Preschool Enrichment Program

See how the idea works and discover how you could turn your love of working with little ones into something of your own.

[DOWNLOAD THE FREE GUIDE]

Cheer Business Pro
You run the program. We help you plan it.

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.

www.cheerbusinesspro.com Facebook: Cheer Business Pro

