

THE BABYSITTER'S BACKPACK



BUSINESS AND MARKETING

BABYSITTING

is not only caring for children,
but is also a business.

SQUARE ONE

Decide your rate.

- + Most charge between \$8-12 per hour.
- + Ask around for rates in your area; see the resources for help in calculating area rates.

Decide your hours.

- + Weekends, weeknights, summer time?

Decide your \$\$ plan.

- + Think about & set financial goals so you will not spend all the money you make.

'SITTING SKILLS

Provide parents copies of:

- + **Your completion certificate** from the babysitting course
- + **Your CPR & first aid certificate**
- + **Your resume**, so they can learn more about you and your work with children
- + **At least 3 references** – ask before using someone as a reference
- + If you need to build references & experience, volunteer to babysit for a family **while the parents are home.**

SAFETY

Be aware:

- + Don't put your address on flyers you post in a neighborhood.
- + Only give personal information to families your parent or guardian approves.
- + Never give personal information to a stranger!

INTERVIEW

Practice your interviewing skills.

- + Have your parent or guardian give you practice interviewing questions.
- + Practice maintaining good eye contact by talking to yourself in the mirror.

RESOURCES

- + See **Lesson 5 Printables** in the Babysitter's Backpack for templates to use for resumes, business cards, and flyers.
- + <http://www.care.com/BabysitterRates>
- + <http://urbanext.illinois.edu/babysitting/brochure-template.html>