Hello and welcome to the Approaching Schools Podcast. I'm Kerris Keneally, and I help children's activity providers build key business relationships with schools and nurseries without having to use cold calling or stalking.

I want to help you earn a more reliable and consistent income while building your social impact and enriching children's lives with ease. So join me as I take you on a journey, and let's make a positive difference together. This episode of the Approaching Schools podcast is brought to you by Love Admin, the ultimate solution for booking management software. So say goodbye to admin overload and hello to award winning customer service and growth support, personalised to help you hit your business goals, ready to take your organisation to the next level. Visit loveadmin.com, today to get started. Hello and welcome to another episode of Approaching Schools. If you've been listening to the podcast for a while, you'll know this is predominantly a solo show, but today I'm very excited to have a guest, and it gives me great pleasure to welcome Abby Jacks from our sponsors. Love admin, hello, Abby. Hi. Kerys. Says, anyone ever told you you should be doing voiceovers. That was amazing. Can you record some ads for us? Please? I'd love to.

It's lovely to join you. Thank you for welcoming us onto your podcast today. Oh, thanks so much for coming on. So could you introduce yourself and your role at Love Admin for us? Yes, of course. So Hi everyone. I'm Abby Jacks, and I've been the marketing and growth director at Love Admin for the last two years. I wear a lot of hats day to day, like I'm sure a lot of folks on On this episode, meaning, one day, I can be working on brand strategy or working out how to attract new customers, and the next I'm planning research reports, speaking to clubs about their marketing or talking on podcasts like this one amazing I love it now. I have to say, thank you so much for sponsoring this podcast. All about approaching schools now. Love admins also got a podcast, haven't you? So I've been on as a guest with James in the past.

Tell me a bit more about that and what providers listening might be able to expect from some of the episodes you've done lately. Well, we're very big fans of your work. Kerys, so we're very happy we could partner with you on your podcast. Thanks. And yes, I run a podcast called step to success with my partner in crime, James Brooker, we wanted to help activity providers kind of access advice on marketing and operational efficiency, because they're really key areas that impact their success. We have very different styles. So every other week we alternate. I do 10 Minute practical sessions on kind of key elements of marketing, nothing that's too heavy lift for a non marketer to absorb. And then James runs sessions with clubs or experts like yourself on different operational areas, similar to how he would work with them if they were one of his customers. And you can access all of them on Spotify or Apple, and we list them on our website, so once they're live, they're available on demand. Yeah, I loved recording that episode with James, and I love that you do the bite size ones as well. I think that's really useful to kind of alternate and have the different types of people to listen in, because then they can just get, get what they need, and, you know, get some little tips for their day and implement it in their business. So I love that, that you do that that's brilliant. Oh, thanks. We like it. We hope that they complement each other. And, yeah, could never do more than 10 minutes. I kind of feel like, if you're learning something, a new skill, or something like marketing, yeah, don't overwhelm hour long thing to listen to, yeah? That that perfectly leads into my next question, actually, because I know a lot of children's activity providers out there can get overwhelmed, and I know that a lot of the people that come in and work with me in the approaching schools Academy tell me at the beginning that they are feeling a little bit overwhelmed with everything they've got to do in their business. So how easy would you say, is it for a new activity provider to sort of set up and start using your software? Yeah, it's like the million dollar question, right? So we aim to make getting set up as

pain free as possible, so although people get access to a lot of functionality within our system, there's a really lovely onboarding team led by James, actually, who effectively set it all up for them, and then they provide the training so that they can run with it when it's live. And they've got the keys. Some customers do have quite a set idea of how they like to run things operationally. So we find working with James and his team can be quite beneficial, because it it helps to unlock the most efficient way to set up the admin system, because it's what we do day in day out. There's often a few hidden nuggets in there that are worth exploring. However, that said, we're not an entry.

Level software system. So I always say to people with any software, there's always an early learning curve until you get familiar with something you just you just kind of have to push through that. Unfortunately, nobody's invented that one red button that does everything. I'd love that for marketing. I'm always like, there was just one red button. Oh, it's done. That would be great. So in the absence of a red button, then for anyone that might be thinking or I'm not, I'm not that tech savvy, well, what's the onboarding process like? So we've tried to really kind of test and optimise that like over the past few, years. Now, I think it is so it's really well tested. It gives new customers everything that they need to get going. Our team actually start by building the account for them. They put their schedules together, they build their branded shop, and they load all of their customer data into the CRM. So they take a lot of that heavy lifting for them, and then they work with customers to set up the things that they really need to be involved in, pricing, timings. How are they running their timetable? And once they do that, they give really thorough training to help people get going. And we've actually rebuilt the training so it's more hands on for customers, because we found that doing is more effective than watching. When we were trying to do it before they would be listening a lot, nodding a lot, and taking notes, and then you'd be like, right now, your turn, and they would be like, oh, you know, you just have to learn by doing at the same time.

Yeah, I massively agree with that. Like, if I'm taking on anything new, I am a kinesthetic learner. I do learn by doing. So that would definitely be beneficial for me, learning anything new like that. What are your kind of like, favorite features of the software then? Well, you know, I'm a marketer, so it would always have to be the branding and communications. Yeah, I think it's really important to make sure that your brand is really well represented to customers. So things like branding a shop front, having your own logos in there, having engaging pictures, and then being able to send great looking emails and being able to segment them to me is a must, and I love that functionality. I have started to get quite keen with the new look contact record, though it's a bit of a geek alert, but contact databases, CRMs, like they're everything. You can't, you can't manage your members if, if you don't have the details about them. And I'm, I'm really quite pleased with how it's been revamped, so you can access everything from a contact record, so you can take actions. Oh, I'm going into see Abby, and I want to trace a payment, or I want to send her an invoice, or I want to add her to a register, or, you know, send an update to her parents. Oh, I can just do that from the abbey record. That's, that's a big save on time. That's, that's so useful, because I get questions quite a lot, like, you know, what CRM do you use? What CRM should I use? I'm working off spreadsheets. It's not always the most efficient, but actually, if they can have it all in one place, because they're using a booking system like yours, anyway, that's That's amazing. Yeah, I'm a big CRM fan. I mean, you'll see me cursing the one that we use for marketing on a frequent basis, because it's complicated and it can never do what I want. But that comes with the territory, I think, yeah, as as you grow and get bigger and your data gets more complicated, you you really need to kind of have a system that that kind of goes with you. Yeah, absolutely. And I think a lot of people are always asking about the email side of things, and, you know, sometimes they might find email functionality a little bit limited in certain systems. So it's really good to hear that you've got all of that function. Functionality as well.

Yeah, it was a big it was a big area for us to push. And obviously something I'm always banging on about since I've been here, because engagement and communications are just so key, and that's really what activity providers need. There's no point just giving them something little that doesn't doesn't work well for them or represent their brand. What's the point of having a great website or a great in person experience, if your emails don't look great and have that kind of targeted feeling to them? Yeah, absolutely. And you just mentioned saving time as well. So I know that a lot of people I work with feel very time poor, whether that's because of their activity business, whether they've also got potentially a supplementary income, or they've, you know, they're busy with their families, whatever it is they they are busy being busy. How would you say that they're it helps them save any sort of time with their admin? We get asked this a lot. There are so many ways it's hard to list, but I would say a lot of customers say a big bugbear in time suck for them is chasing payments and invoicing, and that's not only in time. It's also not really the nicest experience when you're chasing down a parent for unpaid fees.

So customers really like the ability to take payments by direct debits or card they can choose, and then having a system Chase missed payments for them. So it sends reminders, it sends invoices, and then you can also refund people or add credits to their accounts, kind of in the system. So that's a big one, then having a clear way to see everything they've earned or will earn in a single place kind of really helps keep things tidy. And, you know, going through all your paperwork for your accountant, oh, my goodness, you know, how am I pulling this together for tax? And aside from that, we've got about 40, I think, clever automations that you just set and forget, and they just keep your business running in the background. And they're, they're the sorts of things that you just kind of would never get around to doing. But you know, automations are like you set them up and they, they just do the clever little admin things for you. And of course, you know, did I mention emails?

But we've spoke about it. You know, honestly, why use different systems or send one to one emails to parents individually, and take all of that time each time to be like, I've got to send this class this email. Got to send this class, this email when you can literally send to a whole class, or a year group, or however, you want to set up your little targets, and then once you've sent the email to them, you can then see who has and who hasn't engaged with that, which I know everyone's like, but nobody ever reads our emails. You do have to send quite a few of them to try and get it read. You know, the average open rate for emails is not usually a huge amount, over 30% so you know, you just gotta keep chasing them.

Yeah, to hear about all those little automate automations, that's great, because people are always looking for ways to run their business more efficiently, but they don't always have a template to do that, or, like a process to do that. So to hear that they can just switch a few things on in the system and set it and forget it. That, that that sounds really useful.

Yeah, it's part of the learning curve of setting the system up that I that I said earlier on, yeah. Like, get all of this stuff in place and then it should, yeah, smooth curve after that. Nice. So you mentioned branding from a marketing perspective. So the booking pages now, obviously a lot of people listening to this podcast will be interesting to know how it presents to schools, because the a lot of the clubs they're going to be running are going to be situated in a school, so the parents are going to be the end users. But how, what? What kind of functions are there on the booking pages that schools would probably also approve of having. I'd have a little mull about this when I was thinking about what to say. So I would say we have one of the best looking and

most customizable booking pages out there. We're generally quite well known for that. And I've, I've talked about branding already, but you can add images, you can add descriptions, and then you can share you can even share it as a calendar view, which is really great for Schoolies, because we know that they're looking at a calendar and they're looking at their Monday to Friday, and they're like, Okay, what what am I doing? How does that fit in with after school clubs or other things that I'm running? So that's a really nice view. And you can actually filter down the view and then share specific links. So if you're only wanting to send something about a particular thing you're doing on a Monday and a Wednesday, you can just create that view and share that with the school or through newsletters and things like that, so it doesn't get cluttered with other things. Yeah, and I think what schools would really like is, when you register to book, you can ask for consent and medical information and whatever else you want to add to help with safeguarding and keeping teachers in the know, because nobody can join a class without providing this core information that you decide what information that is about themselves as a parent and for their children, or multiple children, so you can show that on a register. So you know, it's really helpful to know, have these people got photo consents? Is there a medical condition I need to pay? Has somebody got a nut allergy that I need to see on my register? And the parents keep that information up to date in their account that they have with us so the staff don't have to manage that admin. I think that's huge, because not just from the point of view that the providers working with you in your system will want something to look really professional that they they can present in a school situation, but also for that provider to confidently say to the school, we can save your staff time effort. It's a hassle free solution. We'll just take care of your admin. I mean, that's a huge selling point for any School taking on a new provider as a club, is they're going to be thinking, oh, what extra headache is this going to give me? I might have to pay my reception staff over time. Are they.

Going to be stuck collecting payments in the office when they should be totting up school meals and things like that. So to know that the provider has this professional system in place and that it's taking all the the allergies down, all of the kind of medical conditions, anything, any boxes they need ticked from a safeguarding point of view, it means the school can have more confidence in the provider that that stuff is being managed, and that at a kick of a button, they can find out exactly what they need to know, and if they parents updated it in real time, that's great. Yeah, and you just mentioned something there that made me think, you know, knowing whether they're people premium or not is is actually a really nice thing to actually have on a registration form so that they can see, if they need to who's Pupil Premium when, when they're actually looking at the registers, would probably be a good thing for them to know that's that's such a good point, because I think what a lot of providers don't always realize when they come to me as well, is that you can actually potentially fill extra spaces in your clubs by suggesting to the school and saying, Have you got any children who are eligible for Pupil Premium who are looking for an external activity to do this term, would they like to choose mine? Because that's, that's, that's a huge thing for, you know, it's a nice for the provider to be able to offer that place for that child, but it's also good for the school to see that, you know, okay, this is something that we can use as a worthwhile justification for our spend of that money. That's great for a provider to instantly be able to see who's you know, because they they're going to go and potentially ask the school as well, you know, can the Local Authority Fund another child to have this place? So that's great to hear. That's what people need to think about, is it's not just saving you time, it's not just looking professional to the parents, but how is it looking to an external organisation that you might be working with, in this case, a school or a nursery. So that's really good to hear, and from the point of view of growing income streams, then everyone's kind of listening to this podcast, either thinking about diversifying their income by bringing some schools and nurseries on board this year, or looking at ways they can boost their existing income in their community classes, perhaps by contacting some

schools. What would you say is a way that your software can help providers to kind of grow their income streams beyond simply the clubs? James would love this question. It's literally one of his favourites to talk about with customers is growth, and they can join his step to success. Customer program and find out. But joking aside, we we know that growth is important, so it's not just our software that we focus on in this area. Alongside that step to success program, which isn't just a podcast, we actually run a free customer growth program. We also have a school of marketing for those who want to test the waters across a range of different techniques.

And our software is really good for supporting things like holiday clubs and events, which is always a really good money growth one. The events functionality is very popular. You can set it up in your shop so that you can showcase everyday classes alongside holiday seasonal, whatever types of products you want to sell, you can effectively have there. So if they're going in and looking at booking Freddie on his Tuesday weekly thing, they're like, Oh, I didn't know that they were going to be running these weekend clubs or up and coming holiday clubs and camps. Maybe I'll inquire about that as well. The software also supports a range of payment options and changes to payment models.

So one thing that James loves to talk about, and sometimes people go when he does, is changing your billing subscription. So switching to something like monthly billing or subscriptions can really actually help keep a steady flow of income coming through. And our system is very flexible. So the way that you charge can be seasonally, it can be annually, it can be monthly. You know, you can do one off payments, you can set up a subscription. So it gives you lots of different opportunities to think about, okay, how? How do I want to grow this? And James will often with with his customers, have kind of ongoing conversations with them about that. And for some people, it's as simple as, we want another location, and it's like, how can we set ourselves up so we've got another location. He's like, Okay, well, let's run through what's needed systematically to put that in place.

Additionally, you can sell things like merchandise through your shirt, through your shop. Great for branded merch. It's great for uniforms. And if you wanted to, you could make that part of booking a class. So you could say to someone, as you're going through the booking process, you need to have a membership subscription, maybe an annual one, or you need to order a branded t shirt when you first sign up. And those little things kind of help. Well, not only have your kids in lovely uniforms and make sure they're wearing the right stuff, but it's that added bit of revenue for you when you're booking a class. Yeah, I love that. I think it's a really good point. I wanted to ask this question because a lot of providers will ask me, you know, when I'm working with a school, should I get this, you know, should I ideally have the school pay me per session, or should I get the parents to pay me per child? And as much as it's good to have them as two options so that the school can decide whether they have got funding to pay you a set fee. It's also a really good idea to be taking, you know, some payments from parents as customers within your school club, because you have got that opportunity to upsell and cross sell that you wouldn't have if the school was just paying you a set fee. Because you've now got data from parents permission to communicate with them. You can be telling them about your other classes in the community. You can be potentially getting other members of their family interested. For older siblings, younger siblings, you could be selling merchandise. And these are all things that you wouldn't necessarily have the access to the parents to do if the school's just paying you a set fee for the club. So I think this is a really great way of kind of instigating those upsell and cross sell opportunities, because it's all about maximising their profits really. And I know for some providers, they're a little bit wary of all of them, the school might charge me

for venue higher if I do it this way. But actually that's a really good Win Win opportunity for a partnership, because it gives the school a bit of skin in the game to promote your club a little bit more often as well, you're able to say to the school, well, this is a really good club for you to have, because we take care of all the admin we have. Love admin software do all that for you, and these are all the things we can do to save your staff the time. But then you've also got the opportunity to grow your business beyond that club and get those families interested in other events, like for me as a dance teacher, it was letting them know that there were performances happening in the community, and would they like to come along to the dance school so they can do the rehearsals for the shows and, you know? And then they could buy the show t shirt, for example, and things like that. So to have that all you know, to be able to do it all within the booking system is great for families, to be able to see these other opportunities, even if the child hasn't mentioned, oh, we've been invited to do this show, you know, but the parent can see that these other things are going on. So I really like that. If we all waited for digging about in the kids school bag to figure out what flyers down there.

My son will often say to me, Oh, don't worry, Mum, that was last year. And I'm like, oh, gosh, why didn't I see that then? Like, that would have been quite interesting to know about, yeah, but yeah, you mentioned about the tickets, like, when you're putting on events and stuff. Like, yeah, we've seen it where lots of, lots of clubs and places will actually charge a small ticket fee for parents to go along and have a look at things, and that's a nice additional way to make some money for it. And what parents going to say no to, you know, lending a very nominal amount to go and see their child. I mean, you know, we're not doing it for the performance. Are we doing it to see our children and go, yeah, exactly like you said, it's something that all the parents are going to want, and is great for retention as well. I was invited onto another podcast the other day, and they asked me about retention strategies, and I was talking about the fact that, you know, having these opportunities for children to work towards, whether you are part of a performing club or, you know, maybe you're a sports club and you're working towards a some kind of inter school competition or something like that, or you're an art club and you're working towards a, you know, an art show, or a parents watching week, or something like that. So there's, there's lots of things you can put in place, extras over and above the club to help with your retention as well. So I love that they could just do all that within the system. Oh, yes, and you mentioned James there as well and the growth program. What would you say your best advice is for providers looking to scale their business with support from technology. Okay, so this is probably not going to be the easiest thing to hear. I'm sorry in advance, but I've worked for technology providers for over a decade, and I know that you need to be prepared to do a bit of learning like there is no system that is worth getting will do everything the way that you want it, or they can, or they'll be bespoke and very expensive. So I would say work with your provider to find out the best way that it can support your business, while also making sure that it's it's working optimally for how it's built, because most software is to a point out of the box, and then there will be customizable options on it. So when I see lots of people kind of saying, Oh, but this is how we work it with our spreadsheets, and we must see our technology fit this. You are never going to find something that perfectly fits the way that you were doing it, but it's a really good opportunity to question, Was that really the best way of doing it anyway?

Another tip, I would say, is you cannot get by without a team that you like and that will support you, especially for those emergencies where you've pressed a button where you shouldn't have. We've seen people delete their whole databases. They've similar they really shouldn't have. Like, if, if you don't have a support team that you can kind of pick up the phone and be like, help, then you know it's it's not going to be the best experience for you. We've all had it where I've had it before, where I'm kind of filling in a ticket for someone over in America going, God, I hope someone comes back to me at some point this century.

I would say that the team they need to understand you and your business and what your priorities are and why you're doing what you're doing, and really be able to meld in with that. And then when it's time to step up, because you're saying obviously, about scaling your business, what was right for you when you started off is highly unlikely to be your forever platform. So to support growth, you need continually improved functionality, which, again, sorry, not what you're going to want to hear, but it won't cost the same the stuff that you get. Like, it's like with mobile phones. Do you want a cheap burner phone that calls and texts? Yes, for my 11 year old, perfect, but I have to hit each button three times to type out a message. But it's cheap, but it does, does the basics, or as you scale. Do you want a smartphone that can do amazing things if you learn how to use the bloody thing? Because with my iPhone, it probably took me about two months, and I was like, Oh, I still don't know how to do it, but it's really a case of, keep looking at what you're doing and how you're scaling, and what you need a system to do, and can it do the next step up for you? Are you talking to your provider constantly about, well, these are my growth plans. So what's the system going to do as I grow to help me on that journey? Because it's, it's really more of a partnership than just a transactional thing, especially with kind of activity providers, with small businesses, you know, we're not massive and we haven't got money to throw around and time to throw around, so you really want someone that can kind of go on that journey with you, yeah, yeah, I love that. Like, what got you here won't get you there. But with the you know, it's about getting the support, isn't it? And then, you know, and potentially, if it's not you, if you are scaling, you might be scaling a team, and you might have a team member that takes, takes care of that side of things and learns that side of things for you as well. So there's always options, isn't there? Yeah, definitely, definitely, fab.

Now, you recently released the the what families want report. Thank you so much for involving me and my audience with that. I found it fascinating some of the data that came out of that report. What would you say are some of the trends that you're currently seeing in the children's activity industry? As a result, James and I are doing a lovely webinar on that for icap next month. Oh no. Thank you for adding your wisdom to it. And you reminded me, I really need to do a follow up blog with you on some of the some of the areas of it. So yeah, that would be great sidebar on that one. So some trends were newer this year than last year because we did what parents want last year. But there really is a steady drumbeat from families continuing to express their expectations around tech and communications, which almost ties back to the previous question around scaling. It's not just as you grow what your expectations and needs are, it's going to be what their expectations and needs are, and they are continually increasing. It's It's ironic, really, because we all know that many communications aren't read. It's still top list. And so if you think you are communicating or sending your blood obligatory social posts, and that is going to cut the mustard, I would really say to people, rethink that, because people aren't necessarily always reading the comms that you're sending. So yeah, what different types of comms can you test? What kind of messaging can you test? How can you engage them in slightly different ways? It's, it's all about really testing and learning in on the marketing side of things. But really, kind of, has anyone asked, What communications do you expect to see? Because we asked that question in it, and there was, there was a long list of expected communications that parents expect to see, and with costs rising across the board, people are really wanting to see value for their investments. Yeah, so that's not just providing a good session, but that's showing up digitally, and it's having consistency across in person and online. So supporting booking, which to them that really does mean less paperwork. Please. They don't like paperwork. Don't give it to them. I had to do like, seven forms for an after school club last month, and I did like, this is not worth it. And then when I was rebooking.

I had to email them every time to book it, and I was like this, wow, terrible customer experience. How much my kid likes it. I'm finding one with a better system, yeah, and then maintaining communications that look professional, that add value, and that keeps them up to speed with what they often don't see goes on during a class, because if I My poor son, could you, he doesn't know I'm talking about him, but I'm using him examples quite a lot, like if I rely on him to inform me of what happens at his Performing Arts. The conversation goes like this, Hi, babe. How was your session today? What did you get up to? Anything interesting? It was good, but they didn't have my favourite chocolate bar during break. Ah. And I'm like, you all know what I mean. That's not okay. I have no clue what you were covering off, and I didn't realise that actually, you've got three different performances coming up that you need to be practicing things for, and I've got dates for my diary that I need to put in, but it's somewhere crumpled at the bottom of your bag, so you cannot rely on the kids to use information. Yeah, and that's why they're like, I really, really want communications, and I need it professionally, and I need you to be up to speed. What am I paying you for? So my child being there after school. Like, what is coming out of this? What are they learning? How are they progressing? Yeah, and I guess the clubs that they end up choosing, if you know, if they're, if they're not too sure on which, which ones to keep renewing, of course, the ones that are kind of easiest for them, that don't have, you know, appreciate, there's lots of information that the clubs need for safeguarding reasons, but the ones that don't have seven forms, and the ones that are easier to just click a button and renew and things like that, I can imagine those are the clubs that stay on that child's timetable because it's easy for the parents. Yeah, definitely, it's what we all know. How key parents are. We're a piggy punch.

So I think I know the answer to this next question, judging on how this interview is going. But do you see technology playing a bigger role in how activity providers are managing relationships with parents and schools moving forward? Then I tried to take a really balanced view on this when I was thinking about this question, and I think that we will actually see a balance between increasing reliance on technology to manage that mundane admin for them, signing forms, making payments, gathering information, getting support, and for parents, that expectation is going to keep rising in this area, because we're seeing technology doing more and More of the thinking for them. I mean, start sticking a little bit of AI in there. And, you know, they really don't have to do much thinking at all with the new mobile phones. But I think that people will still crave that community spirit and that smiley face, because as our reliance on technology increases at the same time, we see it pushes people to want more of that old school face to face. They want a connection, not digital. So it's a really interesting kind of balancing act between the two of them, which is lovely because it's, you know, we're in a service business. We're providing services to parents, but you can't ignore the technology. And like, even the kids are better at the technology than the parents are, yeah? So they'll just, like, I'll just give me a phone, mum. I'll just do it, you know, I'll make the booking. So, yeah, you can't, you can't ignore it. I don't think, yeah, no, absolutely. But I love what you said about how it's a balance. And actually, the admin and the technology is supporting those real world connections to take place. Oh, definitely, definitely. And I'm, like, fully old school in my thinking, you know, marketing, you have to always stay really ahead of cutting edge tech. But same time I listen to vinyl, I read books, I want to get in front of people and have a proper, actual conversation. And I think the more, the more you get pushed in one way from technology, the more you kind of see a swing about in other areas to be like, no, like, where, where's the human part of this? Yeah, it's so true. Actually. I mean, this is how we're talking on this podcast today. Yes, we're using technology to do it. But the reason you and I and Love Admin have partnered is because we kept meeting at events, right? Yeah, yeah. And it's 100% to do with that. It's why I really love the activity provider space. And most of the events I go to, I end up meeting fantastic people. I'm like, oh, Dave, I've got more partnerships I want to do. Why? Because I've met some great new

people who are doing really interesting things, and I just like them. And then it's not because I'm sitting there on a spreadsheet going, huh? What can technology do for me? It's like, it's about the people, yeah and yeah. I think we, we probably went around the houses a couple of times going, Yeah, we really must do something before we finally did, yeah. But it's it makes it really.

Rewarding working in this space. I think, yeah, absolutely, yeah. And it's, it is, it's a friendly and a very welcoming space, definitely. And that leads me on to my, my next point, really, another big thank you to you and love admin, because you sponsored a scholarship place for us in the approaching schools Academy. What? What made you want to take part in that initiative when I offered it, what a great opportunity. I mean, how could we not? We're we're a very people orientated bunch at Love Admin and accessibility, inclusion and diversity. They sit firmly with a lot of our own personal beliefs. I mean, we are based in Brighton. This is how they're built. So, so when you mentioned the initiative, like, we would definitely want our customers to benefit from that. We're we're all about building customer success here, and we know that your programs in particular add a huge amount of value to that process, which was why I was like, This just has to be a match. And you know, if we can support people with that Academy, then I was stuck. Definitely. I didn't even have to think twice. Yeah. Thank you so much. And I guess that leads into the next question, really about kind of I talk a lot about impact, and I know your values very, very much align. What is love admins, overall vision for the impact you're having in the children's activity sector? That's a very good question. I would say our mission is all about collaboratively driving the success of our customers. It's something that we want to do together. We don't see ourselves as a pure technology provider. We're not just a cold hearted piece of software. And we want to really keep increasing the partnerships and the service and the education that will help the children's activity sector thrive like you. You hear a lot about growth aligned to franchising, for example, but there are a lot of highly successful independents out there, and the path to growth and success can be a different one for that. So we really want to kind of work with people to make sure that happens and that different paths are open, especially for the independents out there.

Amazing. I love that. So what do you have going on at the moment right now? Are there any offers that people listening can get involved with with love? Admin, you do love to give your members special attention. Keris, so we are going to offer a branding package to new providers who sign up for the end of July. I can't really wax lyrical about marketing and not give them something along those lines. So, yeah, if you sign up for July, we will, and when I say we, I mean probably the marketing team will actually review your existing shop, your emails, your socials, and then we'll come back and present some ideas on improvements and provide you with some templates you will need to use the code Keris pod when you book your demo, just so that we know who you are and that you've come through, through, from, from your work. But yeah, hopefully that will help kick start a bit of branding and marketing. And to be honest, I just genuinely love doing this kind of thing anyway. So as soon as I mentioned it to the team, the design will all be in there going, Oh, this is interesting. Let's have a look at them and put our little marketing hats on for them. Love it. Thank you so much for that. And thank you very much, Abby, for coming on the show and for everything you do with us at Love Admin as well.

So if you're listening, do check out Love Admins offer. You can find their link in the show notes of this episode. And if you are a children's activity service or product provider looking to make a big impact in schools or nurseries this year, but you don't know where to start. I've got the perfect toolkit for you as well. The approaching schools and nurseries bundle is packed full of all the tools I use, including my campaign calculator, so you always know how many schools to contact to be in with a chance of hitting your revenue

goals my campaign calendar, so you always know how to make your campaigns timely and relevant for school decision makers all year round. My marketing cheat sheet so you know exactly how to structure your email or letter for success. And my follow up ideas so you're never stuck for what to say to schools or nurseries every time you approach them. You can get all of that. And my popular campaign mapping mini course for just 197 pounds this week. So head to the show notes now to grab yours, and you'll be hearing from me again soon on the next episode of Approaching Schools. Thank you again, Abby, for coming on. Thanks, Kerry, it's lovely to be part of it. Speak to you later. Bye, bye.