



Quick Start Guide

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# Babysitting Business





# Table of Contents

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- Adding Value
- Follow Up & PreBooking
- Standing Dates
- Marketing
- Technology Expectations
- What To Charge
- Accounting
- The Model Sitter

# Adding Value

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There are many businesses out there and MANY babysitters.

So, how do you stand out from the crowd and become a business that your clients want to book over and over again?

By adding value.

In a nutshell, adding value simply means that although you and other babysitters may charge around the same price, you go above and beyond with little extras that really impress parents.

A few examples of adding value might be:

- Arriving with a “Kid Box” of toys, coloring books, markers and games.
- Always sending a check-in text the morning of the day you’ll babysit to confirm the details.
- Always making sure the house is neat and clean after the kids go to bed, but before the parents get home.
- Always doing the dishes.
- Always sending a text or two to parents during your sit time with photos of the kids having fun.





# Follow Ups & Pre-Booking

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## Get your calendar full of dollars!

Communicating regularly with your client base is one of the easiest ways to make sure your babysitting business runs smoothly and that you always have clients.

### Follow Up

The first way to communicate well with your clients is to send a text the day after you babysit thanking parents for hiring you and saying that you had a lovely time. Bonus points for adding a sentence about something cute or funny each of the kids did. Following up gives parents a reason to think positively about you again after the sitting job is over.

### Pre-Booking Check In

Check in again a week or so later to create some buzz around pre-booking you. Here's a sample text,

**"Hi Sam! I am filling in my calendar for the upcoming month and was wondering if you needed me for any nights or weekends. I have a few other families I sit for and I want to make sure that you all have a slot if you want one."**

You can also set a certain time each week or month to do your Pre-Booking for the upcoming time period.

Three weeks in advance is generally a good amount of time for a family to pre-plan a night out.

# Standing Dates

The most coveted booking in all of babysitting is... drumroll please ... the standing date.

Standing dates are when a family pre-books you for a recurring job. Picture this: you know that EVERY third wednesday night of the month you have the Smith Family on your calendar because it's their date night. It's money that you can count on and it's how you could build a really solid business.



Getting standing dates is as easy as letting your clients know that you are available to book them. If you feel shy about saying this in person, here's a sample sentence you can add to your follow up text,

**"I just wanted to let you know that I also book recurring dates in advance. If you guys have a day you always need a sitter – like for date night or when you go to the gym – count me in!"**

# A Plan For Marketing

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Marketing your babysitting business starts with letting people around you know that you are now a babysitter. Your parents can spread the word with their friends.

Since this is a business where you'll be working in the homes of families, it's important to vet your clients and to talk about who you'll sit for with your parents.

A great way to create a babysitting business is to work via referrals. Start with the people that you know and let them refer in people they know. Your babysitting network will grow from your natural network and pretty soon you'll be busy!



# Tech Expectations

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Although technology does amazing things, knowing how to use or not use it during a sitting job is an absolute must. It can mean the difference between getting hired again ... or getting ghosted.

## **01 Do Not Scroll Your Phone, Text or Make Calls ... At All**

Although this sounds harsh, we can't emphasize it enough. If there is even the slightest indication that your full attention was not on the kids, it may spell doomsday for being booked again. The only exception to this is finding fun dance party music for you and the kiddos to listen to. And that's pretty much it. Parents are trusting the safety of their kids to you, so make sure both kids and parents know it's your top priority.

## **02 Do Respond To All Parent Texts And Phone Call ASAP**

This is the one instance where you should pick up your phone and respond as soon as you can.



## **03 Respect Parent Screen Time Rules**

Ask parents very specifically what their rules are around screens and stick to it. No parent likes to hear their kids watched two movies when they wanted them to play in the yard.

# What To Charge

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Babysitters usually charge by the hour and the amount usually depends on what city or geographical area you live in. Parents can usually tell you 'the going rate' for a sitter and they often expect that the older the sitter is, the more this rate will be.

So, for example, if an adult sitter charges \$25.00/hour, then a high school student could easily ask for \$20.00/hour and a middle school student could earn around \$15.00/hour.

The amount per hour for your age bracket depends on what people in your area are used to paying.

If you'd like to get a very good idea of what you should be charging, be sure to ask more than one parent for their estimate. Asking 5 or 6 parents will give you a good ballpark number.

And, keep in mind that parents in one neighborhood may pay slightly more than another. If you find this is true, what you do is up to you. Some sitters allow their clients to name a price, while some stick to jobs in the higher paying areas. It's your business so build it the way you want it to run!



# How to Do Accounting

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Accounting may seem like a scary, complex thing but it really breaks down to something quite simple:

**What you make – What you spent = Your net profit**

Knowing your net profit is really important because this is the amount of money you can actually keep.

If you are going to add value in your business, you may find yourself purchasing small things – like dollar store coloring books. Subtract these expenses from your total earnings to know what you are really making.

If you'd like to start your accounting digitally, the Scratch app has a built in accounting feature where you can keep track of all of this in one place.

The best part? Scratch is free!

[startscratch.co](https://startscratch.co)



# The Model Sitter

So let's put it all together. If you want to start a sitting business and be great at what you do, here's your cheat sheet!

- Pick 3 ways you'll add value at every job such as bringing a "Kid Box" of fun items every time.
- Set up a calendar of communication with your clients that includes both following up after a job and texting to pre-book or ask if they need standing dates.
- Get the word out in your network that you are now a babysitter.
- Do a survey of parents in the network where you'd like to babysit to get a solid understanding of what their expected pay rate is.
- And, finally, show up and be positive and engaging with kids and parents!



# Scratch

## Built For You.

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Create your Scratch account  
today to start your babysitting  
business off on the right foot.



**[startscratch.co](https://startscratch.co)**