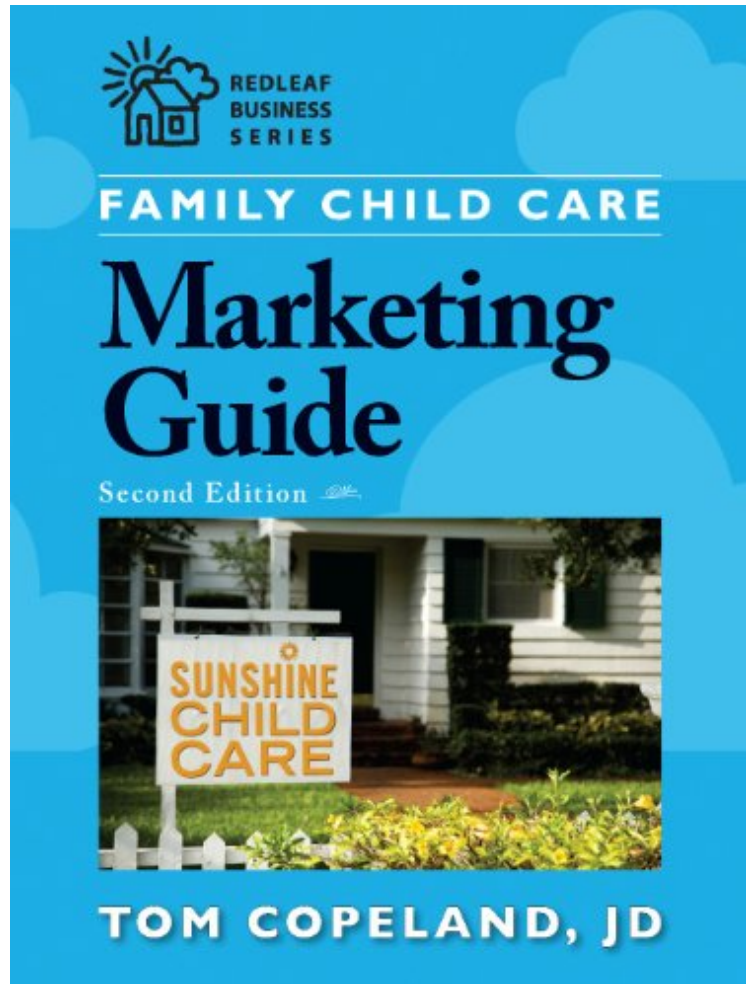


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Filled with information to effectively market a family child care program and maximize enrollment and income, Family Child Care Marketing Guide provides dozens of marketing tips and inexpensive ideas. This second edition includes two new chapters detailing the use of technology and social media as marketing tools.

About the AuthorTom Copeland, JD: Tom Copeland, JD, has written ten books on business issues for the family child care field and trains thousands of providers around the country each year. He is a consultant for the National Association for Family Child Care and other national and state child care organizations.