

What Families Need Before They Enroll

*The information, trust signals, and systems parents expect
before committing their child — and their money.*



1 | The silent checklist

Every parent who tours your program is running a checklist she'll never show you.

She won't ask most of the questions out loud. She'll form the answers from what she sees: your website at 11pm, the speed of your reply, whether the tuition number is findable, whether the safety answer sounds practiced or lived. By the time she books a tour, half her decision is made. By the time she leaves it, nearly all of it is.

This guide is her checklist, made visible — so you can pass it on purpose instead of by luck.

2 | The four things she's verifying

1. Information — *“Can I understand what this is?”*

Before anything else, she needs the basics without hunting: what the program is, who it's for (ages, days, hours), what it costs — the real total, not “contact us” — where it happens, and who runs it. Founders hide tuition thinking it keeps conversations open. It does the opposite: parents assume hidden means expensive, or worse, improvised. Findable, specific information is the first trust signal.

2. Trust — *“Are these people safe and serious?”*

This is the layer parents decide on and founders under-build. What she's scanning for: your face and your why (anonymous programs feel risky), a written safety and supervision approach she can ask about, evidence other families exist (photos, testimonials, a waitlist mention), and answers about screening, pickup, and illness that come without hesitation. She is not evaluating your curriculum here. She's evaluating whether you've *thought about her child's Tuesday* before her child arrives on one.

3. Clarity — *“Do I know exactly what I'm agreeing to?”*

Payment terms in writing. What tuition includes and doesn't. What happens if her family withdraws, if a payment is late, if her child is sick, if it snows. Founders fear this feels corporate. Parents experience it as the opposite: a program with written policies reads as one that will still exist in March. Vagueness is what feels risky.

4. Systems — *“Will this run like something real?”*

The quiet closer. An inquiry form that gets a same-day reply. A tour she can book without three emails. An application that feels like a real step. A welcome process that arrives when it should. None of this requires a big operation — it requires the machine behind your front door to actually work. Parents can't see your systems, but they can feel them in every interaction.

3 | The questions she'll actually ask (*be ready*)

- **“What does a typical day look like?”**
(She means: is there a rhythm, or chaos?)
- **“How do you handle [her child’s specific thing]?”**
(She means: will my child be seen?)
- **“What’s the total cost for the year?”**
(Answer in one sentence. Practice it.)
- **“Who else will be with the kids?”**
(She means: screening. Have a real answer.)
- **“What if it’s not a fit?”**
(She means: is there a graceful exit? Withdrawal policy, in writing.)

And the one she won’t ask but always thinks: ***“Will my kid be safe and happy here?”***

Every written policy, every fast reply, every clear number is you answering it.

The documents that answer her checklist — pre-built.

The **Alternative Education Launch Kit** includes the Parent Handbook Starter Kit, SOP Kit, and Safety + Operations Pack, so you adapt instead of invent.

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