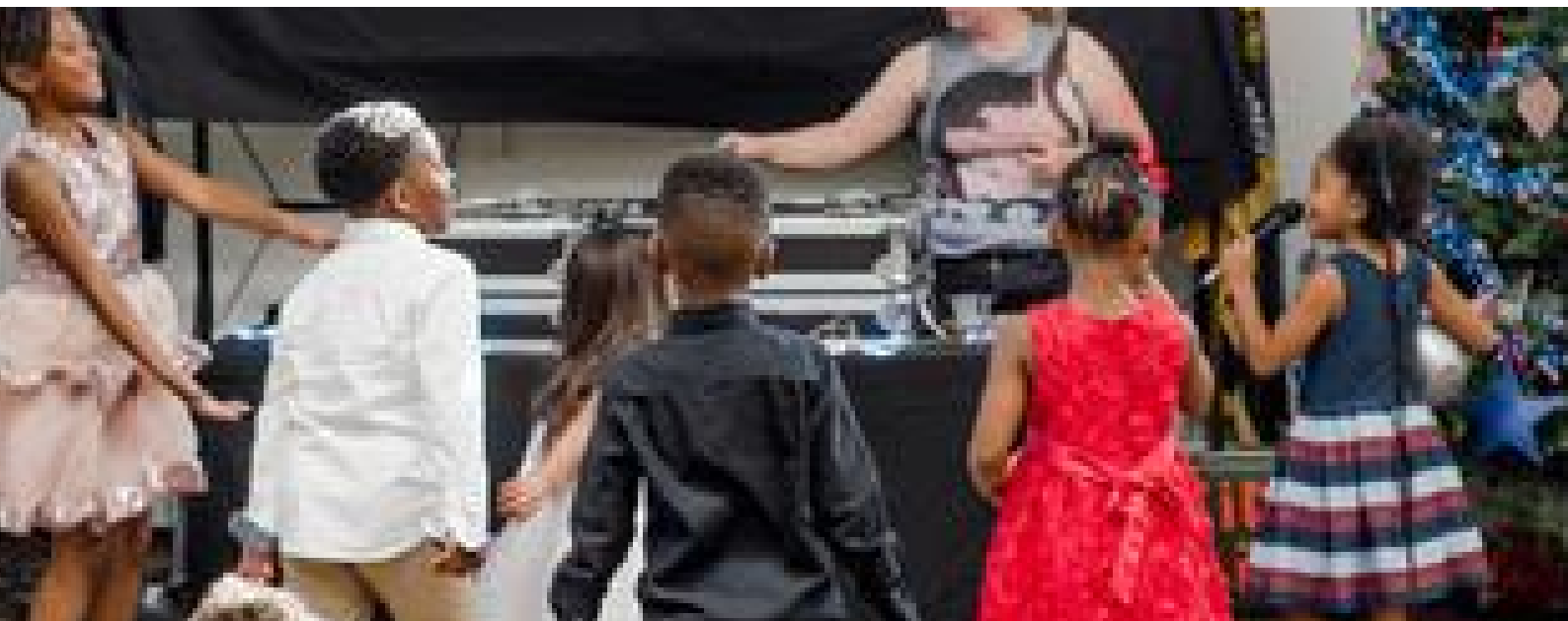


# Simple Childcare Ownership

“Creating a Childcare Boss mindset”

Childcare Ninjas



[www.childcareninjas.com](http://www.childcareninjas.com)

# Hey Ninja, Nyckie B. here!

Congratulations! You have just taken the first step to gaining your independence and financial freedom. Over thirteen years ago I started my home childcare business out of a dire need to provide for my family as a single mother of four. It was not an easy journey and so often I struggled with the fear of not being sure if I was doing things right. I created this guide (and in fact the entire Childcare Ninjas Community and all of it's resources) for this reason. I wanted to help other women, who were in need or simply who desire to gain independence and security in their finances, the help that I wish was available to me. Now I make a multiple 6 figure income and have been able to provide for my family in ways I hadn't even dreamed of. It's my mission now to teach others how to make their dreams a reality through Simple Childcare Ownership.

I'm so excited and honored that you've chosen me to help you begin creating the life you've been dreaming about. This guide will help you create the mindset you will need to reach success in your home childcare business. Keep in mind that this is only the beginning and there are lots of resources to help you keep creating, building and growing your childcare into the home business you love. Visit my blog at [www.childcareninjas.com](http://www.childcareninjas.com) to learn even more.

*Here's to your future success, Childcare Ninja!*

*Nyckie B. xoxo*



Ok Ninja are you ready to lose your mind(set)? The first thing you need to do in order to change your life is change your mindset. I know you're probably already thinking oh boy here she goes. But, seriously, let me stop you right there. You've been thinking some of the same thoughts for years, right? Thoughts like "I can't do xyz, or I wish I had xyz, or I want to but xyz". And here you are in the same place. Now, imagine if you were constantly having thoughts like, "I can do xyz, or I will do xyz". Do you think you might see some different results if you didn't have those constant negative thoughts sitting there always reminding you of what you can't do?

Hopefully you answered yes, and if you did, then it's time to face those thoughts and shake them loose. Are you ready?

In the exercise on the next page, I want you to get yourself in a quiet place and write down three negative thoughts you've been struggling with that have kept you from moving forward with your business dreams. Please, DON'T skip this step! I know you might want to, but you can't change what you won't face, so take a few minutes and do this step. It's time to lose that negative mindset. Let's go!



*Negative thought #1:*

*Negative thought #2:*

*Negative thought #3:*

Awesome! Girl you're already making great progress. You may not realize it yet but, acknowledging these negative thoughts and facing what you've been agreeing with for years, is going to give you the ability to stop those future negative thoughts from creeping in so easily. Now you know "who they are" and can see them a mile away. When the negative thoughts start trying to creep in, you sniff it out and kick it out. Replace it with a positive opposite thought and proof of why that new thought is the truth. Let me give you an example.

**Old thought: "I don't have the skills to run my own business, I don't even know where to start."**

**New thought: "I've had jobs that I had to learn skills for. I can also learn the skills that I don't have for this too, plus I have a partner to guide me". "I got this".**





“Tell me what you want, what you really really want!”

Don't even say it, I already know the Spice Girls are officially playing in your head the rest of the day 😊

So, you've done a little mindset work and now you're wondering what next? I'm glad you asked.

Goals! Goals are next because now you need to know why? You may be opening a childcare business to provide for your family but what does that look like? Do you need to provide grocery money, or do you need to provide tuition for the private school you would like your children to attend? You want to have a savings for a rainy day, but how much savings do you need? It's time you put an actual number to that savings. So, you love children and want to help them reach their full potential. How? Will your program offer tutoring or music lessons for the children who attend? Here's a good place for you to start focusing on some of these goals and get clarity. Let's get started Ninja!

## Clarify Your Goals:

*Why childcare:*

*What problems will / does my business solve (dig deep):*

*What benefits do I hope / expect my clients to gain from my business:*

*What skills do I feel need improvement for my business to grow:*

You're on fire ☑ and I'm so excited for you!

Now, you may not be quite ready to take on the world ☑ but you are definitely making headway!

In my thirteen plus years of being a childcare boss I've come to the conclusion that owning a successful childcare business basically consist of 5 main steps (some of which are totally ignored). These steps can be broken down very simply so that you are not overwhelmed in your journey to successful and simple childcare ownership.

In this information I wanted to give you an opportunity to begin thinking like a successful Childcare Boss. I hope that you found this information and the exercises in it to be helpful in giving you better clarity for your business. I will be covering the 5 foundations I recommend for making childcare ownership simple in the upcoming Masterclass following the 3Day Challenge that begins on September 1st. I would love for you to join me there. To register for the FREE Challenge & Masterclass [click here](#) for more details. Chat Soon Childcare Ninja!

### 5 Foundations for Simple Childcare Ownership



~ Mindset

~ Planning

~ Research

~ System Building

~ Legacy Creation

Join Group

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Information*



“ Starting a childcare business can be the catalyst that transforms your family’s future. It can be started with very little and be grown as large as you are committed to growing it. I want to show women how to do both” .

~ Nyckie Brown  
*The Simple Childcare Ownership Coach*