

coram pacey

# THE POWER OF YOU

Thinking, Pricing & Positioning Like a Business Owner



the  
profitable nursery  
academy



Stand up

## The Reality

Three under 5s and still broke?

Learning journeys after 8pm?

Ever wondered “Is this actually worth it?”

This isn't a **passion** problem. It's a **modelling** problem.

## Under the EYFS, you can have:


- 3 children under 5
- Only 1 under 1
- Up to 6 under 8

## Bottom line:

That's not just **care**. That's **capacity** management.

Three under 5s  
does not automatically  
equal **sustainability**.

Has anyone here ever felt their business was succeeding... but at a personal cost?



from fun. Since the inch

**LUCY LEWIN**  
Owner, Little Angels Uppingham

# Competitive Advantage

What actually wins you business?

- Flexibility
- Relationships
- Small ratios
- Trust
- Continuity

**Bottom line:**

**Top performers invest where they win.**

**They mentioned you...**

➤ because you're **relevant**

➤ because you **compete**

➤ because you **win**

**business**

**Top performers track drivers  
- not averages.**

**Not:**

“Am I busy?”

**But:**

“What drives my income?”

**Think in hours sold**

Not **children**

counted

## The ~~Myth~~ Maths!

1 **Baby** × £12 =  
£12/hr

3 **Preschoolers**  
× £6 = £18/hr

Higher **rate** doesn't always  
mean **higher income**.

## The Strategic Mix

1 **Baby** × £12

1 **Two-Year-Old** × £9 = **£27 per hour**

1 **Preschooler** × £6

That's not **luck**.

That's **modelling**.

## Annual Possibility...

**One** full-time child

≈ **£20,000** per year (modelled properly)

3 spaces properly filled = **£60,000!**

## Fill Capacity Intelligently

- Term time **vs** holidays
- **Funded** vs **private** hours
- Age **mix**
- **Flexibility** premiums

3 spaces properly filled =  
**sustainability.**

**Fill Capacity Intelligently**

Your

**Cost Per Hour**

Is Your **Anchor.**

## Making Tax Digital is changing wear & tear.

- Old: 10% blanket **allowance**
- New: Track **actual** costs

Granular **thinking** wins

**Compliance isn't scary. Confusion is!**

- Extras must be **optional**
- Funded-only places must be **free**
- Private hours = **cost + margin**

Is what I'm **earning**  
**worth** my **time** and  
**energy**?

**When your model, pricing & messaging align...**

✓ You **know** your **worth**

✓ You **charge** confidently

✓ You **communicate** clearly

✓ You **stop** overworking

**Clarity** isn't about  
spreadsheets.

It's about **power**.

Stand up

★ I am **shaping** futures

★ I am running a **business**

★ I am **part** of the  
**ecosystem**

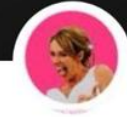
★ I am **allowed** to **thrive**



*For **childminders** ready to build **structure**,  
**clarity**, and sustainable **profit**.*

Text the word

**GROWTH**



**The Profitable Nursery Academy**

WhatsApp Business Account



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