

State of the Business

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[1/11/08] Editorial focusing on how GreatIdeasForKids.com came to be, and what is the immediate plan for growth.

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Hi Everyone,

This week my mind is on the State of the Business. I've been getting a lot of positive feedback and the number of newsletter subscribers is growing very rapidly. I've also been getting more questions about advertising, partnerships and the business aspects of GreatIdeasForKids.com. Let me address some of those inquiries.

This venture started in the summer of 2007. I was spreading the word about my husband's performance in an interactive kiddie play at the MadCap Improv Theater (Westminster Promenade), when I realized I had a passion for telling other parents about events. I wanted to tell others about what was happening around town so that if something was a great fit for their kids, they wouldn't miss out.

Over the months the newsletter has ebbed and flowed. It went from a dozen Editor's Picks per week to more than 50 and now it's being cut back. Recurring events are being pushed out to the GreatIdeas Guides (just click the orange tab at the top of the web site). An underlying factor in the organization of the newsletter is how much time each week it takes to assemble. It has gone from 3 hours a week to more than 20 and back down to 10. At least there's time now to address technology issues.

This past week I've tried to solve the issue of advertising business / class / event listings. I've been evaluating multiple systems trying to find the best fit. So far nothing is a winner, but the pressure is mounting for GreatIdeasForKids.com to accept paid listings in certain categories (camps, child care, birthday party vendors, classes, parent-centric businesses, etc.)

What about the store? there are many really great books, toys, and videos available for purchase (via Amazon). But the Amazon technology I used to implement the store is limited and limiting. It all has to be re-done, but is a low priority.

Will the newsletter stay free? absolutely. The newsletter will remain free to the readers and your email address will not be given out. Businesses will be able to pay for listings, sponsorship items at the top of the newsletter, class listings, and possibly some event postings.

In 2008 you'll also see articles and commentaries from local experts in fields of interest to parents of kids 8 and under.

So stay tuned. I promise to continue to deliver the best newsletter in town and to build an excellent, content-filled web site to match it. Please tell your friends and keep the suggestions coming.

I hope your week is filled with laughter,

Jill

