

HOW TO SHOW UP WELL

A note from Allison

Before Pink Nannies was an agency, it was my career.

I worked inside private homes. I understand the level of trust that comes with this role, and the responsibility that follows.

This work is skilled, meaningful, and deeply personal. It deserves to be taken seriously on both sides. Our role is to represent you well, support you throughout the process, and help you step into a position where you feel respected, valued, and aligned long term.

If you're interested in a deeper look at my experience working inside high level private homes and the perspective that shaped Pink Nannies, I've shared more in my feature with Nanny Magazine.

[\[Read more\]](#)

How Communication Shapes First Impressions

Every step in this process builds on the one before it. Timing matters more than people realize. Delays don't just slow things down, they can change the trajectory of an opportunity entirely.

Communication is often the first signal of how someone will show up in a home. Clear, thoughtful responses create confidence early on and set the tone moving forward.

Candidates who communicate well and stay engaged throughout the process tend to move more efficiently and secure stronger, more aligned placements.

The Small Things That Carry Weight

Details matter.

The way you write an email, follow instructions, and submit materials reflects the same level of care you bring into your work. These are often the moments that quietly set candidates apart.

Consistent, thoughtful follow-through allows us to move efficiently and present you at your best. It's rarely one big moment that defines someone, it's the small things done well over time.

What Your Online Presence Signals

Before interviews even begin, impressions are often already forming.

Your online presence should reflect the same level of professionalism you bring into a home, from how you present yourself to how you speak about past experiences.

As part of our process, we review publicly available profiles, including:

- Instagram
- Facebook
- Twitter
- Pinterest
- Snapchat
- TikTok
- Any other publicly accessible online content

Content that reflects poor judgment may include:

- inappropriate or explicit language
- unsafe behavior
- explicit photos
- hate speech or offensive commentary
- drug use or smoking references
- negative remarks about past employers

In this work, reputation matters. The way you present yourself online should support the level of trust this role requires.

A True Partnership

This process works best when it is approached as a partnership. Our role is to guide, advocate for, and position you thoughtfully. Your role is to stay engaged, communicative, and prepared as opportunities move forward. When both sides show up consistently, the process becomes more efficient, communication stays clear, and outcomes are stronger. Every detail, every interaction, and every decision helps shape the opportunities that open up to you.

Consistency throughout this process matters. We move forward with candidates who remain engaged, communicative, and aligned with the level of professionalism this work requires. Without that alignment, we're not able to confidently represent you in the homes we serve.

Our goal is simple: to represent you well and help you step into a position where you feel respected, supported, and aligned long term. We are so glad you are here!

Allison

Founder, Pink Nannies