

9 Powerful Lessons in
Attracting More and
Better Home Care
Clients, with Home
Care Marketing, Sales
and Business
Strategies



**APPROVED SENIOR
NETWORK[®] MARKETING**
Online and In-Person Home Care Marketing

9 Powerful Lessons in Attracting More and Better Home Care Clients, Home Care Marketing, Sales and Business Strategies

This report provides practical marketing insights to help home care agencies attract more high-value clients who appreciate quality care.

The strategies come from extensive collaboration with successful home care providers - not those simply seeking more clients, but those prioritizing clients who value their services and are willing to invest in quality care.

Whether you are just starting your marketing journey or looking to improve existing efforts, this report offers transformative ideas you can apply immediately to enhance client acquisition. Of course, these strategies require commitment and effort - there are no magic shortcuts to overnight success without hard work.

Beyond specific techniques, we also discuss higher-level marketing strategy. It's important to distinguish tactics (email campaigns, ads, expos) from your underlying business strategy. This strategy, essentially your business blueprint, drives marketing activities. Based on my observations, most home care agencies lack a robust strategy, hindering client acquisition, profitability and growth. A strong strategy outlines:

- Your target audience
- Your unique value proposition
- Your client engagement and revenue model
- Your service offerings and delivery

With clarity in these strategic areas, attracting and retaining profitable clients becomes much more achievable.

Starting with the Correct Message

There's absolutely NO shortage of agencies offering home care services. Thus, it's a grave mistake to assume that growth, client acquisition, or

success will naturally gravitate towards you without a **proactive and consistent marketing push**.

One of the most recurring errors I notice with home care agencies is the ***"if we offer it, they will come" mindset***.

Many agencies invest a significant amount of time and resources in refining their care services, training protocols, partnerships, and operational processes.

Yet, they allocate minimal to no effort in strategizing how to market and sell these services.

Worse still, some don't even assess if they're offering the RIGHT services based on actual market demand. The result?

They find themselves in a financial rut, struggling to attract new clients, and left wondering where they went wrong.

It's a baffling oversight.

To clarify, it's imperative to offer exceptional care services.

While the adage *"build a better mousetrap"* holds some truth, your service must stand out distinctly. It should address a significant concern for potential clients or offer a substantial benefit, making them feel it's indispensable.

Many agencies lack this unique edge. In the realm of home care, just being slightly better won't captivate potential clients or convince them to switch their care providers.

If your agency's initial impression (through marketing and outreach) mirrors every other agency, attracting new clients will feel like an uphill battle.

Instead of approaching the market with the mindset, "Look at the growing demand for home care; I can capitalize on this!", the more strategic perspective is, ***"The community has ample home care options; what can I offer that sets me apart and gives me a competitive edge?"***

Based on my experience working with numerous home care agencies, most provide adequate care that meets clients' basic expectations. However, to truly thrive in this competitive marketplace, you must deliver exceptional service in many aspects. This presents an opportunity for agencies willing to work intelligently and stay sharp.

You can easily surpass competitors who struggle with inconsistent service, chronic procrastination, poor implementation of new ideas, disorganization, and a lack of forward momentum.

To attract more clients and grow your business, aim higher than just satisfactory care.

Seek out ways to wow potential clients with your professionalism, attention to detail, innovative offerings, seamless operations, and communication.

Exceed expectations at every step, from your marketing materials and first impressions to your ongoing care services and responsiveness to client needs.

Success comes down to consistently delivering a phenomenal experience that makes clients feel you offer unmatched value compared to other providers.

With this level of exceptional service, you gain a competitive advantage that enables sustainable growth and profitability.

As you make plans to grow your home care business and profitability, ensure you start with the right premise.

Clients do NOT just need "another" home care agency.

There are already many providers offering basic services like caregivers, housekeeping, transportation, etc. The real question is - what can you deliver that clients can't easily get elsewhere? What do potential clients truly want and need? Then, how will you provide an exceptional service experience that competitors simply cannot replicate?

Really understand your clients' core desires - perhaps it's compassionate caregivers, specialized dementia care, outstanding communication, or

seamless coordination. Identify the pain points and challenges your clients face. Craft an offering that goes beyond average care to comprehensively address your clients' needs and alleviate their struggles.

Strive to wow clients at every step - from your marketing and sales process to your rigorous staff training, personalized care plans, proactive communication, and responsiveness to evolving needs.

Build a reputation for unmatched quality, reliability, and value. Deliver an exemplary service experience that competitors cannot match.

This exceptional approach is how you attract clients, earn trust, and fuel sustainable growth for your agency.

7 Key Marketing Rules for Home Care Agencies:

1. No one knows your quality before hiring you. Until they become a client, your marketing must convey your value.
2. If you try to be everything to everyone, you'll end up irrelevant.
Identify your niche and ideal clients.
3. Great care alone won't grow your business. Superior marketing and sales are also crucial.
4. Lead with your results and client outcomes in marketing, not features.
Touting 24/7 care or flat rates doesn't convey trust and differentiation.
5. If attracting clients is difficult, revisit your strategy and competitive edge. If you're not profitable, examine your operations.
6. Many talented yet broke agencies lack marketing and sales prowess to generate revenue. Master this or struggle.
7. Craft marketing that speaks directly to your ideal clients' desires.
Avoid broad claims that apply to any agency. Get specific.

The key is becoming exceptional at conveying your unique value and results to ideal potential clients. Combine this with delivering phenomenal care that wows clients. With strategic marketing and sales fueling operations, you drive sustainable growth and profitability.

The Real Reason Home Care Agencies Don't Have a Great Marketing Plan in Place

The main reason most home care agencies lack a strategic marketing plan is not due to low demand. The senior care industry has seen steady growth for years, fueled by aging demographics and increased desire for at-home support.

Rather, the issue stems from many agencies starting more as “caregivers” than entrepreneurs. They may have accidentally stumbled into the business or saw it as a job opportunity without a bigger vision.

They build out their operations by hiring caregivers, office staff, etc. But without an entrepreneurial strategy for real growth from the outset, they remain stuck in the caregiver mindset.

To thrive, agencies need an intentional blueprint to scale - whether serving more clients, expanding geographically, offering new services or exiting the business profitably. This requires strategic marketing and sales to continually fuel growth, not just provide adequate care.

Begin with the end goal in mind.

Assess the target market, ideal clients, competitive positioning, revenue model, operations and future exit plan. Craft a marketing strategy to attract qualified leads and convey your unique value.

Combine superb care services with savvy business acumen. With this mix of entrepreneurial vision and operational excellence, you can build a highly successful agency.

The demand exists, but seizing the opportunity requires transitioning from reactive “caregiver” to proactive entrepreneur. If you started just to have a job, it's not too late to embrace an entrepreneurial mindset, create a strategic growth plan and execute with marketing and sales as your engine.

Many home care agencies get stuck in a loop of slow growth and low profits. They don't know how to break out of this rut. The following situation might sound familiar:

Chaotic Operations: The agency is disorganized. There are no clear plans, goals, or processes. The owner feels they have to be involved in everything or things will fall apart. They have to constantly monitor and fix problems in every part of the business. This constant oversight is exhausting.

Weak Team: The staff needs a lot of supervision to get work done right. Money is tight, so hiring more qualified people seems impossible. This means the agency is always busy fighting fires. Also, the leaders lack key business skills in hiring, money management, and team leadership. Despite working hard, they can't break the cycle of just reacting to emergencies.

Tough Clients: Many clients only use services when needed. Rates are very low. Raising prices or offering bigger care packages seems scary, in case clients leave.

This happens because of doubts about what the agency is worth and can earn. Also, there are no good marketing plans to attract better clients. Being afraid to spend on marketing means things won't improve.

Money Blindness: There is little grasp of key money measures like profit margin, labor efficiency, and EBITDA. Finances are only checked yearly when the accountant reports. This reactive stance, plus not learning marketing, leadership, and finance, means no progress.

Marketing Nearsightedness: Marketing is more than promotions. Key questions go unanswered, like who is the ideal client and how do we get and keep them? Many agencies wait for chances instead of being proactive.

If this sounds familiar, and you want to be more than just another home care agency, use the insights here. Consider our advice to steer your agency to success.

The Secret to Consistently Creating a Steady Flow of Quality Prospects and Home Care Clients

As a home care agency owner, your main job is bringing in money. This means more than just marketing or sales. You want activities that get you more money in your pocket, a better lifestyle, and less stress.

Even though making money is critical, most agency owners I speak with have no systems for it. They have processes for caregiving, billing, and more. But no reliable way to bring in new clients or profits. Amazing!

Instead, their marketing is passive. They rely completely on referrals or luck for money. When business slows or they lose a client, they don't know how to respond. Having a marketing system is so important.

A marketing system is a steady process that affordably brings quality leads and profitable sales. **Automating as much as possible is KEY.**

Having a system that brings in clients means you know what you're getting when you spend on marketing. No more guessing or wasting money. No more hoping a post or ad will work. You won't have to worry about covering your monthly bills. But there's more to it...

When you have a steady flow of potential clients, you feel more confident. This confidence helps you make more sales. You won't feel stuck with difficult clients who don't value you or pay late. Knowing you can find new clients means you don't have to keep the tough ones. This feeling is worth a lot.

Another big plus of having a marketing system is that someone else can run it for you. In our business, we use websites, emails, and calls in a set order to get new sales. This system works all the time, even when we sleep.

In your home care agency, you might be meeting clients and looking for new ones. This takes a lot of time. If you want to grow, you'll need to set up a system, make it automatic, and let someone else handle it.

But remember, it's still your job to make sure everything is going well. It's tempting to think someone else will handle everything for you, but that's not how it usually works.

As the owner, you need to make sure you're getting the clients and money you need. You can get help, but you can't forget your role.

In short, you should let others handle the small tasks, but the big job of getting clients and setting up the system is yours. Always remember: **"Plan the big stuff, let others handle the details."**

What Does a Marketing System Look Like?

Think of it like a recipe for making sugar cookies. A recipe tells you what ingredients you need, how much of each, and the steps to follow. If you've never made cookies before but can follow simple steps, you can make a tasty cookie with a good recipe.

But imagine trying to make a cookie without a recipe. You'd have to guess a lot, maybe waste ingredients, and try many times before getting it right. Just seeing a finished cookie doesn't show you how to make it. The same goes for marketing.

Some business owners spend a lot of time and money trying different things, hoping to find what works.

That's not the best way to do it!

Now, let me share the 4 main parts of a good marketing system. There are many details under these 4 parts, but if you get these right, you're on a good path.

If a marketing plan doesn't work, it's usually because something was off in these 4 areas:

Who You're Talking To: First, think about the people you want to reach. If you were going fishing, you'd pick a certain spot and bait depending on the fish you want to catch. It's the same with marketing. Some home care agencies just put out ads without thinking about who they want to attract. That's not the best way.

What You're Saying: Once you know who you want to talk to, think about what you want to tell them. For example, I saw an ad from a new member asking for feedback. The ad had a big picture and a phrase that was confusing. Plus, the important details like their website and phone number were tiny and hard to see. This kind of ad doesn't help because:

Clear and Relatable Message: Some ads can be confusing. It's important to have a message that speaks to people's real needs. A better headline might be: *"You Trust Your Home Care Agency to Provide the Best Care, So Why Are There Still Issues?"* This kind of message speaks directly to someone who might be frustrated with their current home care service.

Offer Something to Get Their Interest: A lot of home care agencies make the mistake of just asking people to call them right away. But that's a big step! Instead, it's better to offer something that doesn't require a big commitment. Like a free guide or video. This way, people can get to know your service without feeling pressured.

For example, you could offer a guide like *"5 Signs Your Home Care Agency Might Not Be Meeting Your Needs."* This gives people something valuable and can help them see if they might want to learn more about your services.

Choosing the Right Place to Share Your Message: Before you decide where to share your message, you need to know who you're talking to and what you want to say. This could be places like Google searches, your website, mailers, phone calls, or social media like Facebook or LinkedIn. A lot of home care agencies make the mistake of picking a place to share

their message **before** they know what they want to say or who they want to say it to.

For example, if you're trying to reach out to families looking for senior care, is Facebook the best place? Or would a direct mailer be better? It's important to think about where your audience spends their time. If you're trying to reach out to busy families, they might not have time to read a long blog post. But they might see a post on Facebook.

Using Different Ways to Share Your Message: The most successful home care agencies don't just use one way to share their message. They use a mix of different methods. This helps them reach more people and build trust. It's like casting a wider net to catch more fish.

Reaching Out Often and at the Right Time: It's important to share your message often. Most families only look for senior care when they really need it.

So, if you only send out a message once in a while, they might miss it. You need to reach out regularly to build trust and be there when they're ready to look for care.

Remember, people won't leave a service they like unless they have a good reason. So, you need to be there with the right message at the right time.

When you're reaching out to potential clients, it's important to know the numbers. Here's a simple breakdown:

Response Rates: If you send out a mailer to people who've never heard of your home care agency, don't expect a huge response. On average, only about 1 out of 100 might reply. If you send out emails, maybe 20-30 out of 100 will open it, and only a few of those will click on a link or offer inside.

Webinars and Events: Let's say you're hosting an online event to explain your services. If you send out 1,000 emails, maybe 200-300 will open it. Out of those, only 20-30 might click to learn more. And in the end, you might only get 5 to 7 people to actually join the event.

Getting New Clients: If you want to get 2 new clients every month, here's a simple way to think about it:

- To get 12 new clients in a year, you might need to meet with about 34 potential clients.
- To meet with 34 potential clients, you'll probably need to reach out to about 50 people who are interested.
- To find those 50 interested people, you might need to contact around 100 people in total.

Reaching Out: To find those 100 people, you might need to reach out to around 4,000-5,000 people over the year. That's about 400 people every month.

The key takeaway? Marketing is a numbers game. You need to reach out to a lot of people to find the ones who are truly interested. But once you understand the numbers, you can plan better and grow your home care agency.

Questions to Understand Your Home Care Clients Better:

1. Who Needs Your Help? Who currently needs home care services? Why would they choose your agency over others?
2. How Big is Your Market? How many people in your area might need home care? Is this number going up or down?
3. Why Do They Look for Home Care? What are the main reasons someone starts searching for home care services?
4. Where Do They Search? Do they ask friends, search online, or visit local centers?
5. What's Their First Thought? When they realize they need home care, what's the first thing they wonder or ask?
6. What's Important to Them? What are the main things they want from a home care agency? Safety? Experience? Cost?
7. What Do They Think About Home Care? Do they have any strong feelings or beliefs about home care services?
8. What Bothers Them? What are their main worries or problems related to home care or their own health?
9. How Do They Talk About Their Needs? What words or phrases do they use when they talk about needing help?
10. What Don't They Like About Other Agencies? Have they had bad experiences with other home care providers?
11. How Do They Decide? When they choose a home care agency, who helps them decide? Is it just them, or do family members help?
12. Why Choose Your Agency? What's the main reason they should pick your agency over all the others?
13. What Makes Your Service Special? Why should someone choose your home care service over others?
14. Who Else Offers Home Care? Are there other agencies in your area? How do they promote their services?

15. Any New Rules? Are there new laws or rules that might change how they look for home care?
16. What's New in Home Care? Are there any new trends or changes in the home care world?
17. Where Do They Get Info? What events, websites, or magazines do they check out to learn about home care?
18. Who Do They Listen To? Are there any experts or famous people in home care that they trust?
19. Who Else Helps Them? What other services or companies do they use that aren't about home care?
20. Any Groups They Join? Are there local groups or clubs for seniors or home care?
21. Any Special Words They Use? Are there certain terms or phrases they use when talking about home care?
22. Are They Online? Do they use the internet often? Are they comfortable with technology?
23. Any Social Media? Do they use Facebook, Twitter, or other social sites?
24. How Do They Pay for Care? Do they use insurance, savings, or some other way to pay for home care?
25. What Tools Help Them? Are there apps or systems they use to manage their health or home care?
26. Best Way to Reach Them? What's the easiest service or offer to get them interested in your agency?

Excuses Struggling Home Care Agencies Often Use to Stay Stuck and Overwhelmed:

- I don't have time for outreach or promotions.
- I can't afford to invest in advertising. (That's why business is slow.)
- I'm a caregiver, not a marketer!
- I don't enjoy the sales process.
- I'll start promoting once I hire a new (nurse, caregiver, coordinator).
- I'll get to it after (the holidays, the peak season, or any other event).
- I'll start when [insert any reason here].
- I'll begin once I finish this book/course (Any reason will do).
- I've never really done any promotions before.
- I shouldn't NEED to advertise! (Say it with a dramatic flair.)
- I tried that approach once, and it didn't pan out.
- That won't work for me because my (agency, clients, location) is unique.
- That's a strategy for big cities, but we're in a small town.
- That's a small-town tactic, but we're in a metropolitan area.
- It sounds too complicated.
- I'm not sure how to start.
- I've heard from others that it's not effective.
- I'm certain it won't work (based on a hunch or limited experience).
- I don't want to be overwhelmed with new clients. (A classic!)
- It seems like a lot of effort.
- That approach is out of my comfort zone.
- Money isn't everything. (But it sure helps.)
- Are you kidding? I'm already swamped with day-to-day tasks!

Why Do Many Home Care Agencies Struggle with Ineffective Marketing?

EGO.

Often, I hear from agency owners, "We want our agency to look reputable!" which is often a way of saying, "I want to appear prestigious!" The issue is, clients don't choose your services because you look "prestigious."

Moreover, your marketing shouldn't be centered on YOU – it should focus on THEM, the seniors and their families. It's about their concerns, their language, and how they perceive their needs (not how you interpret them).

Many home care websites are filled with generic images of happy seniors, which doesn't resonate with the real-life scenarios of their potential clients.

The content on these sites often sounds like a detached corporate pamphlet, full of clichés and devoid of personal touch. Clients gloss over such content because it doesn't resonate with their real-life experiences; plus, every other agency says the same thing.

Highlight the specific challenges you address and how you stand out from the rest through genuine testimonials, promises, and relatable content.

Procrastination and Haste.

I frequently hear from home care agency owners, "Flyers don't bring clients," or "Door-to-door outreach feels outdated," or any other method they're skeptical about.

Digging deeper, it often emerges that they've based this belief on a single, past attempt that didn't yield results. Probing even further, it's clear they didn't research or seek expert advice on best practices.

Naturally, it didn't work! Would you ask someone without medical knowledge to care for a senior without any guidance and expect perfection on the first try?

Absolutely not.

As an agency owner, your primary duty is to figure out how to attract and retain clients.

Be proactive and invest in understanding how to establish marketing strategies that consistently draw in potential clients, rather than treating marketing as an occasional task. **Successful agencies prioritize this.**

Personal Preconceptions.

For a long time, I was against using online pop-ups for our services. Why? Because I personally found them intrusive and assumed our clients would feel the same. However, a colleague well-versed in online marketing advised me to at least give it a try. I did, and the results were immediate.

We saw a surge in inquiries and added significant revenue with the same website traffic and no other modifications. The takeaway?

NEVER make marketing decisions based on your personal biases. Approach it scientifically, test your assumptions, and let tangible results guide you.

“You are not your client!”

Marketing Components Every Home Care Agency Should Implement:

- ✓ **Clear Understanding of Your Ideal Client.** Know the specific needs and preferences of the seniors and families you aim to serve.
- ✓ **Distinctive Agency Value.** Clearly communicate why families should choose your care services over others (your unique care proposition).
- ✓ **Marketing Management Tools.** Software to streamline your marketing efforts and maintain a list of potential clients. Track new inquiries, their sources, evaluate campaign ROI, categorize different groups, and oversee marketing strategies. Prioritize building a high-quality list of potential clients.
- ✓ **Engaging Website and Trustworthy Online Image.** Convert website visitors into potential clients using engaging content. Clearly convey the reasons families should trust your care services. Ensure your website is easily discoverable for those seeking home care services (optimized for relevant search terms).
- ✓ **Diverse Lead Generation Strategies.** Multiple methods to attract potential clients. Use various platforms and techniques to reach a wider audience. In-person networking and sales are just as important (or more important) than all of your online strategies.
- ✓ **Comprehensive Sales Guide.** A detailed process for understanding client needs, proposing care plans, and finalizing agreements. Metrics to evaluate the effectiveness of your client onboarding process.
- ✓ **Consistent Follow-Up System for Potential Clients.** Regular communication methods like newsletters, either printed or emailed, to stay in touch with potential clients.
- ✓ **Client Growth Strategy.** Regular initiatives to offer additional services to existing clients. Systems to encourage client referrals. Methods to elevate clients to premium care services. Procedures to gather client feedback, testimonials, and success stories. Collaborative campaigns to highlight client success stories.

How You Position Your Home Care Agency in Your Local Area Matters to Consumers

Avoiding the "service provider" trap is crucial. If you position yourself as **just another home care agency**, clients will expect basic care services and will likely compare you with others based solely on price.

They'll see you as a commodity, easily replaceable with another agency offering similar services.

However, if you position your agency as a **holistic senior care consultant**, you elevate your status to that of an expert.

Now, families will seek your guidance on comprehensive care plans tailored to their loved ones' needs. You're not just providing care; you're offering expert advice on the best care strategies.

Take it a step further: specialize in dementia care or post-operative rehabilitation. Now, you're not just an expert; you're a specialist, and families will trust you to provide specialized care that general agencies might not offer.

Imagine if you also authored a book on senior care, conducted workshops, or were featured in media outlets.

Now, you're a recognized authority in the field, a "Celebrity Expert." Families will trust your agency over others because of your established reputation.

Think of renowned health experts like Dr. Oz or Dr. Phil. They offer advice that many doctors might give, but their celebrity status makes their guidance more sought-after.

Consumers perceive and value experts and celebrities differently than regular service providers. By positioning your home care agency as an expert or authority in the field, you can elevate your brand and stand out in a crowded market.

7 Essentials Every Home Care Marketing Campaign Must Include for Success:

Targeted Audience Selection: Ensure you have a well-researched list of potential clients or families who are genuinely in need of home care services. Your relationship with this list is pivotal in determining the success of your campaign. The agency with the biggest email list WINS!

Engaging Offer: What can you provide that's both valuable and intriguing to your audience? Simply saying "*Contact us for a free care assessment*" might sound like a sales pitch. Instead, offer **insightful resources or guides on senior care, making them as valuable as paid content.**

Effective Messaging: The way you communicate your services is crucial. Remember, potential clients will only briefly skim through your materials. Does your content grab their attention and motivate them to take action?

Clear Response Channels: Always provide multiple avenues for potential clients to reach out. This could be through an online form on your website, an email address, or a direct phone line. Also, consider traditional methods like mail-back cards for those who prefer offline communication.

Immediate Action Incentives: Highlight the reasons why potential clients should reach out immediately. Maybe you're offering a limited-time discount or have a **few slots left for a special care program.**

Trustworthiness and Reliability: In the home care industry, trust is paramount. Showcase testimonials, certifications, or partnerships that vouch for your agency's credibility and commitment to quality care.

Consistent Outreach: Relying on a single advertisement or email won't yield significant results. Regularly engage with your potential clients, using a mix of online and offline channels. For instance, if you're hosting a webinar on senior health, promote it through emails, brochures, and phone calls to ensure maximum participation.

NOTE: "One-shot" drive-by marketing hardly ever works. Build a list of high-probability, prequalified prospects and then make sure you are marketing to them at LEAST once a month, using multiple media (online and offline). When promoting an event, a webinar or other offer, you also need to have multiple touches (e-mails, mail, calls, etc.) to maximize response. ONE e-mail, ONE flyer, ONE call are worthless.

FREE Personalized Consultation Reveals How to Connect with More Quality Home Care Seekers in a Month Than Most Home Care Agencies Do All Year

Unlock The Potential to Double, Triple, Or Even Quadruple Your Home Care Business, Absolutely FREE.

From The Desk Of Valerie VanBooven RN BSN
Founder & Co-Owner, Approved Senior Network®

Do you ever feel that your home care agency should be achieving more by now, serving more families and making a bigger impact in your community?

Is the challenge of marketing your services overwhelming?

You might excel in providing top-notch care, but perhaps you're not as confident when it comes to promoting your services and understanding what resonates with potential clients.

- ✓ Does it seem challenging to convey the true value of your home care services to potential clients?
- ✓ Are you tired of competing based on price alone, struggling to explain why your care services stand out from the rest?

We completely empathize. Selling compassionate, quality home care should be straightforward.

The uplifting news is, it can be.

- ✓ You CAN connect with clients who value and appreciate the care you provide.
- ✓ You CAN establish marketing strategies that naturally draw in the families and individuals you aim to serve.
- ✓ You CAN navigate the world of advertising with confidence, ensuring every dollar spent brings value to your agency.

We say this with confidence because we've assisted countless home care agencies just like yours in achieving these goals.

And now, we are eager to extend that same assistance to YOU.

Briefly, Here's What We're Offering You

If you qualify, we want to provide you with a strategic marketing planning session with one of our most experienced Home Care Sales Experts, PLUS our proprietary **Home Care Marketing Plan** that we've perfected over the years, working with numerous home care agencies.

This plan will guide you on how to craft and execute a marketing strategy to boost client acquisition, attract more QUALIFIED families, and uncover untapped avenues for growth and profitability that you might currently be overlooking.

This offer is completely free.

All we ask is for you to fill out a confidential **Marketing Analysis Questionnaire** so we can prepare for your private consultation. This session will span roughly 60 minutes, but during that time, we aim to open your eyes to NEW possibilities, NEW opportunities, and pinpoint areas of struggle.

You'll gain insights into how your home care agency's revenue, growth, and objectives compare to industry standards, based on data from numerous other home care agencies similar in size and experience.

Essentially, where do you stand?

With our years of expertise, we've honed our skills in assisting home care agencies to achieve rapid results and have a comprehensive understanding of the industry's landscape.

3 Key Takeaways from This Consultation:

ANSWERS. We'll provide CLARITY on your pressing concerns about marketing strategies, client acquisition, initial steps, expected outcomes, and the essentials to stand out amidst the evolving landscape of home care services.

Every question you have will be addressed thoroughly. Additionally, we'll delve deep into your current business operations, highlighting overlooked growth and profit opportunities. This session promises to be enlightening.

A MARKETING PLAN: As highlighted earlier, you'll receive our exclusive Home Care Marketing Plan, a culmination of our extensive work with diverse home care agencies, from bustling urban centers to serene countryside locales, from startups to established agencies. Our plan outlines 4 pivotal components essential for effectively reaching your ideal clients. If you're facing challenges in client acquisition, encountering pricing issues, or not getting enough referrals, it's likely you're missing out on one or more of these components. And the truth is, many marketing firms either aren't aware of or don't leverage this crucial information

GUIDANCE. After understanding your specific goals, challenges, resources, and budget, we'll recommend the programs best suited to your needs. Rest assured, this isn't a sales gimmick.

At the end of our session, we'll present you with options and details on the most fitting services and programs, empowering you to make an informed decision. We'll seek your thoughts on moving forward, and it's absolutely fine if you decide we're not the right fit for your agency.

IF You Meet the Above Criteria, Here's What to do NOW.

Step 1: Go to the website below to complete our Agency Analysis Questionnaire. Don't worry, it's simple and quick:

www.asnhomecaremarketing.com/toolkitconsult

This will give us key information about your current business, goals, and marketing efforts so we can prepare for our consultation. Please provide as much detail as possible.

Step 2: Once you've completed the questionnaire, you'll select a convenient time on our online calendar to schedule a 60-minute call. Please clear your calendar during this time so we can have an uninterrupted discussion.

Step 3: Your application will be reviewed and, if you meet the criteria in this letter, my team will send pre-meeting materials for you to REVIEW BEFORE your consultation.

This information will be very helpful and interesting - mostly short, informational videos. It's not just "brochures" about us, but details on our marketing approach, case studies, and answers to questions you likely have.

IMPORTANT: We reserve the right to deny your application if we feel you don't meet the criteria here. **ONLY apply if you are the owner of a home care agency serious about growing, getting more clients, and implementing professional marketing.**

This Is NOT For Every Home Care Agency. **Here's Who We CAN Help and What We Require**

Bluntly, you don't qualify simply because you run a home care agency and can write a check.

If you're NOT motivated to grow, if you are so focused on caregiving that you carry a deeply embedded negative bias against sales and marketing, if you aren't willing to keep an open mind about NEW ways of marketing, or if you're just bitter and skeptical about everything and everyone, you're not for us.

But if you are hardworking, ambitious and smart - yet are constantly held back due to your inability to develop an effective, reliable and consistent way to get more clients - if you see your lack of marketing as a weakness that makes you vulnerable to bigger, more well-funded competitors and anxious about the stability of your revenue, WE URGE you take me up on this offer.

We have a strict (but reasonable) set of criteria that must be met in order for us to proceed:

1. You have to be ready and willing to implement a marketing plan.

This offer is ONLY for home care agencies who actually want to implement a working marketing plan. This is NOT a get-rich-quick deal or one of those fast and simple marketing "hacks." Our system is a complete, strategic marketing plan that will take a year or more to fully implement. That's not to say you won't get clients or success quickly - if you do the work, you will. But real, lasting success takes time. If you aren't willing to put in the work, this is probably not for you.

2. You must be the owner or decision maker.

Due to the nature of the advice we'll give and the conversation we'll have, you must be the owner or decision maker. If you have a business partner or key staff, you should have them present too. (Only invite people you're comfortable discussing financial and business details with.)

If you're a care manager or marketer, we'd be happy to answer questions about our programs, but through a different process. Call our office and we'll direct you.

3. You must have an open mind and be able to focus and listen.

Come to the call with a positive attitude and an open mind to engage with us. The call will last about an hour, so please set aside quiet time to have a serious conversation. You must be in front of your PC (not driving, walking, or otherwise distracted).

If you won't take this process seriously and be professional, we can't help you.