

YOUR FIRST-YEAR ROADMAP

SIMPLE, PROVEN STRATEGIES TO
ATTRACT HOME CARE CLIENTS QUICKLY



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ABOUT SENIOR CARE MARKETING MAX

Senior Care Marketing MAX is a major division of **Ring Ring Marketing**, which has provided advanced digital marketing techniques to help small businesses succeed for over a decade.

RRM founder and CEO **Welton Hong** created SCMM to deliver the same market growth and revenue generation for senior care providers and related firms.

Mr. Hong and his team at RRM have a proven record of helping business owners generate more leads, convert those leads into clientele, and expand their local market share.

Unlike other local marketing firms, Senior Care Marketing MAX is founded on high-level technological proficiency. Before founding RRM, Hong was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle.

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YOU'RE IN THE CLIENT-GETTING BUSINESS NOW

You're not just in the home care business—you're in the client-getting business. If the phone's not ringing, nothing else matters. In Year One, 80% of your growth will come from offline hustle, and 20% from smart online support. Don't fall for the trap of thinking you can just hire someone and sit back. This guide shows you what to do and when to do it.

CHAPTER 1:

VISIBILITY = MONEY

(Type: Online)

If people can't find you, they can't hire you. Claim and fully optimize your “Core Four” listings: Google Business Profile, Facebook, Yelp, and Bing. Get seen in the Google Map section and make sure your online info is clean, accurate, and consistent.

CHAPTER 2:

THE REFERRAL NETWORK NO ONE TALKS ABOUT (BUT EVERYONE RELIES ON)

(Type: Offline)

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CHAPTER 4: **ONE NEW CONTACT A WEEK = 52 OPPORTUNITIES A YEAR**

(Type: Offline)

This is your simple, consistent growth system. Make one new connection per week—pastors, ALF staff, nonprofits, etc. Track it, follow up, and you'll build a reputation that compounds.

CHAPTER 5: **HOW TO SHOW UP AT EVENTS AND OWN THE ROOM**

(Type: Offline)

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(Type: Online)

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(Type: Online)

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(Type: Offline)

Every inquiry is a shopping call. Of course it is—they don't know you. Your job is to convert that call into an assessment. No call should end with "Let me think about it." Train, role-play, rehearse. If you don't convert the call, all your lead gen efforts are wasted.

CHAPTER 13: **THE REVIEW ENGINE THAT BUILDS TRUST BEFORE YOU EVER SPEAK**

(Type: Online / Hybrid)

Families check your reviews before they ever call you. So do potential caregivers. You need five-star reviews—especially on Google and Facebook. We show you how to ask, how often, and how to automate the request (without breaking Yelp's rules). Plus, why our 30-Second Feedback Tool makes it easier to build trust at scale.



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If you're not tracking leads, you're losing them. Use a CRM—or even a spread-sheet—to follow up, stay organized, and close deals. The fortune is in the follow-up. Every time.

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(Type: Both)

Don't wing it. Follow a weekly checklist that keeps you moving—one contact, one review, one post, one follow-up at a time. Print it out. Stick to it. This is your system

CHAPTER 16: STAYING CONSISTENT FOR THE LONG HAUL

(Type: Mindset + Strategy)

This is a relationship business. You don't have to be everywhere. You just have to be known in the right places—**consistently**. The agencies that win don't do 100 things once. They do a few things every week. Over and over.

CONCLUSION: LET'S BUILD SOMETHING GREAT

You've got the plan. You've got the mindset. You're not just in home care. You're in the business of getting clients, earning trust, and building a reputation worth referring. This isn't theory. This is what works. Now go out there and grow something amazing.

INTRODUCTION: **YOU'RE IN THE CLIENT-GETTING BUSINESS NOW**

(Because without clients, there is no business.)

Let's start with the truth most agency owners don't hear until it's too late:

You are not just in the home care business.
You are in the **client-getting business**.

Yes, you deliver care. Yes, you've joined a reputable franchise. Yes, you believe in helping families.

But none of that means a thing if the phone isn't ringing.

And if your plan for getting clients is to "just hire someone to do marketing"...
Let me stop you right there.

That's not a plan. That's wishful thinking.



The Trap Most Owners Fall Into

We've seen it over and over again:

New agency owners who think they can throw a few bucks at marketing, sit back, and wait for the calls to roll in. They think, *"I hired a digital marketing agency. Isn't that what I'm supposed to do?"*

Sure—it's a great move to hire help. In fact, we'll show you exactly where a marketing agency can support you.

But here's what you must understand:

In Year One, **you can't outsource your hustle.**

You can't pay someone else to build **your relationships.**

You can't delegate **your local reputation.**

And you **can't afford to fumble the phone.**

Because when the phone rings, that's the *moment of truth*.

That's not "just another shopping call."

That *is* the lead.

If you don't know how to confidently take that inquiry and book an in-home assessment, it doesn't matter how much time or money you've spent to generate it.

You must **train** for this.

You must **practice** it.

Because if you can't convert the call, your marketing is worthless—and your competitors will gladly close the deals you leave behind.

The 80/20 Rule That Will Save You Time, Money, and Regret

Here's the real breakdown for Year One marketing:

80% of your growth will come from what YOU do offline.

That's you pounding the pavement, talking to referral sources, attending events, collecting reviews, following up with leads, converting inquiries, and building a local presence from scratch.

20% will come from the digital infrastructure your marketing partner helps you build.

That's your Google Business Profile.

Your Facebook page.

Your website.

A small budget for boosting posts or testing Google Ads later.

But don't flip those numbers. Don't assume you can hire a marketing agency and they'll "take care of it all."

They won't.

They can't.

Because this is your business.

And in Year One, the market wants to see if you're for real.



What This Guide Is

This is your **client-getting playbook**.

We're not here to impress you.

We're here to arm you.

Every chapter is built around **actions** you can take—right now, this week, this month—to:

- ✓ Fill your calendar with real, paying clients
- ✓ Build a referral network that feeds you for years

- ✓ Earn trust in your community
- ✓ Convert calls into assessments
- ✓ And grow your business without spending a fortune

This is about **doing the work that works**.

You've already made the big investment in your franchise.

You're licensed. Trained. Ready to serve.

Now it's time to build a business that doesn't just *open* but *thrives*.



You Don't Need Fancy. You Need Clients.

Don't overthink this.

You don't need branding consultants.

You don't need a viral TikTok strategy.

You don't need to “build your funnel.”

You need conversations.

You need referrals.

You need to **show up where the right people already are**—and give them a reason

to trust you.

Do that consistently, and everything else gets easier.

Let's get started.

Chapter 1 is all about planting your flag online—because when someone searches for help, you want them to see **you** first.

CHAPTER 1:

VISIBILITY = MONEY

(If people can't find you, they can't hire you.)

Let's start with something simple:

The best home care agency in town will lose to the most visible one.

Let that sink in.

You could have the best caregivers, a spotless compliance record, and a heart full of compassion.

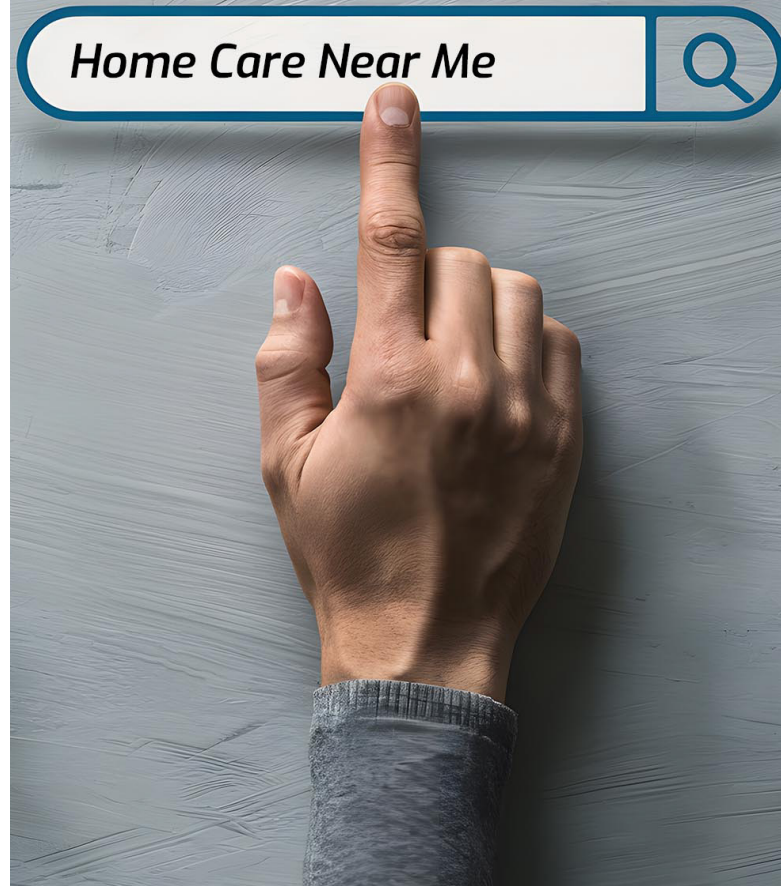
But if someone types "home care near me" into Google and **your name doesn't show up?**

You're not getting the call.
Someone else is.

Visibility isn't a luxury; it's a **requirement**.

That's why before we talk about building referral networks, hosting workshops, or shaking hands around town, we need to handle one simple but powerful thing:

Making sure people can find you online.



Step 1: Show Up Where People Are Looking

There's a daughter in your city right now Googling:

- "Home care help for my mom"
- "Elder care near me"
- "In-home senior care [Your City]"

She's overwhelmed. She's searching on her phone. And she's going to call the first agency that seems trustworthy and easy to reach.

And what does she see?

She sees the **local Google map results**—that little box at the top of the

search results with three agencies, star ratings, phone numbers, and directions.

That's the first impression.
And you want to be **in that box**.

But here's something most agency owners overlook:

If you show up on Google, you're not just attracting **families** who need help.
You're also attracting **caregivers** looking for work.

That's right—you kill two birds with one stone.

Getting found online helps you solve your two biggest problems in Year One:

#1: Finding clients.

#2: Finding caregivers.

So when you invest time in your online visibility, you're not just boosting your marketing...

You're also giving yourself a steady flow of potential applicants.

And both are essential to your growth.

Step 2: Set Up the Big Four (The Right Way)

You don't need to spend money yet. You just need to set up what I call the **Big Four** online listings:

✓ 1. Google Business Profile

This is the **most important listing** you'll ever have.

Claim it. Verify it. Then fill it out like your future depends on it—because it does.

Google does not distinguish between private duty home care and home health.

Unfortunately, Google lumps everything under **home health care service**—even if you don't provide skilled nursing or medical services.

That means for your **Primary Category**, you should choose: **home health care service**

Then, to help clarify and strengthen your relevance, add these as **Secondary Categories**:

- Home help
- Home help service agency
- Aged care
- Care services

Also be sure to:

- Add your service areas (ZIP codes and neighborhoods)
- Upload at least 10–15 real photos—your team, your office, client-ready materials
- Write a clear, helpful description of what you offer and who you serve

✓ 2. Facebook Business Page

This helps with visibility, but it also gives you credibility when someone looks you up.

- Add a warm profile image (your face or a professional logo)
- Use a banner that makes your agency feel welcoming and trustworthy
- Fill out the “About” section and list your services
- Post once or twice a week to keep it active—tips, quotes, milestones, photos

✓ 3. Yelp

Even if you don’t love Yelp, it shows up on Google. You want control over what’s there.

- Claim your listing and match your info to your Google profile
- Add photos, a short description, and your hours
- You’ll manage reviews here later, but for now, just get it set up

✓ 4. Bing Places

This one’s often ignored, but it still serves up thousands of searches every month.

- Claim your listing at **bingplaces.com**
- Use the same info from Google to keep it consistent

Step 3: Make Sure It All Matches

This is where most people mess up.

Your **Name, Address, and Phone Number (NAP)** must match **exactly** across all listings.

If one says “123 Main St.” and the other says “123 Main Street,” or one lists your number as (555) 123-4567 and another says 555.123.4567, that inconsistency can hurt your rankings.

Google wants confidence.

So give it to them—tight, clean, and accurate everywhere.



Step 4: Add Real Content That Builds Trust

Your listings should make someone feel like they've already met you.

- Add photos of your team (smiling, professional, human)
- List out the services you actually provide: personal care, bathing, meal prep, companionship
- Write a short "About Us" that sounds like a real person wrote it—not corporate jargon
- Include your hours, service area, and how to get in touch

You want someone to look you up and immediately think, *"Okay, this looks legit. I feel better already."*

What About Your Website?

We'll dig deeper into websites in Chapter 9, but for now, here's the short version:

- It should match what's in your listings.
- It should clearly say who you are, what you do, and how to contact you.
- It should look human—not like a template full of stock photos.
- It doesn't need to be fancy. It needs to **work**.

If someone clicks your link and can't figure out what you do in five seconds or less, they're gone.

What To Do This Week:

- | | |
|---|--|
| ✓ Claim and fully complete your Google Business Profile | ✓ Double-check that your NAP info matches exactly |
| ✓ Set up or fix your Facebook Business Page | ✓ Upload 10–15 real, authentic photos |
| ✓ Claim and clean up your Yelp and Bing listings | ✓ Google your own business name and see what shows up—fix anything off |

This will take a few hours. Do it anyway.

It's one of the highest-return activities you can do right now.

Need Help? That's What We Do.

If all of this feels like alphabet soup—Google this, Facebook that, Yelp, Bing, listings, photos, keywords—it's okay.

My company, Senior Care Marketing Max, can help you with this.

We work with new and growing home care agencies to get these foundational pieces right. We'll help you:

- Claim and optimize the **Big Four** (Google, Facebook, Yelp, and Bing)
- Make sure your listings are filled out properly, with clean, consistent info
- Position your agency to show up in the **top local search results on Google**

Now, let's be clear—just doing the Big Four won't instantly get you into the top map results on Google.

That section—the one people see first when they search “home care near me”—is competitive.

The agencies showing up there didn't get lucky.

They've been building up reviews, posting regularly, and optimizing their presence for months.

But this? This is how you **start**.

And if you want to go beyond the basics—additional directories, local content strategy, review systems, technical SEO—we know what it takes to help you get there.

Just know this: **getting ranked in those top local map results doesn't happen overnight**. It typically takes **six months or more** to gain traction, especially in competitive metro areas.

But it starts here.

With a few solid steps... and the decision to stop being invisible.



CHAPTER 2: THE REFERRAL NETWORK NO ONE TALKS ABOUT (BUT EVERYONE RELIES ON)

(Because the best leads don't come from ads—they come from people.)

If your entire Year One marketing plan is “wait for the phone to ring,” you’re toast.

If your backup plan is “boost some Facebook posts,” you’re still toast.

And if your “Plan C” is “hope referrals show up,” then buckle up—because this chapter is your wake-up call.

Referrals don’t fall from the sky.

Referrals come from **people**—*real* people—who work in hospitals, assisted living communities, rehab centers, skilled nursing facilities, and even churches.

These are the people who see your **future clients** before you do.

And right now, they’re referring those families to someone else.

Why?

Because they **don’t know you exist** yet.

Your job is to change that.

The Most Valuable People in Your City Aren't Online

You can't Google your way into trust.

The discharge planner at the local hospital? She's not scrolling Instagram.

The director at the assisted living center? He's not seeing your boosted posts.

The pastor who just consoled a family after a health crisis? He's not clicking your SEO blog.

They are all **in the real world**, helping real families make real decisions.

And if you're not on their radar, you don't exist to them.

So let's fix that.

Who You Need to Meet (And Why They Matter)

Here's a short list of people you should get to know **ASAP**. This isn't theory. These are your **gold mines**.

Hospital Discharge Planners

These folks are responsible for making sure patients leave the hospital with a plan. That plan often includes home care. They have to recommend someone. It might as well be **you**.

Assisted Living & Independent Living Directors

Not every senior in these communities is fully independent. Some need personal care. And guess who they ask for help? The front desk, the care manager, the director.

Skilled Nursing & Rehab Centers

When someone's getting ready to be dis-

charged from a SNF or rehab facility, home care is a natural next step. If you're not on the list of providers they hand out? You're invisible.

Senior Centers & Community Resource Staff

They see adult children daily. People come in looking for help. If you've never dropped off your materials, you're missing opportunity after opportunity.

Churches, Funeral Homes, Pharmacies

Underrated but powerful. These places have conversations with families **right before** they need you. And the families trust them.

These people are **already talking to your future clients.**

All you need to do is make sure when they get asked, “Do you know anyone?” — they say **your name.**

“But I Don’t Know What to Say...”

Don’t overthink it. This isn’t about being slick. This is about being helpful.

Here’s what you say when you walk in:

Hi, I just opened a local home care agency. We specialize in non-medical personal care, and I wanted to introduce myself in case you ever have a family that needs a little help at home.

That’s it.

Bring business cards. Bring a flyer. Smile. Be brief.

Don’t pitch. Don’t “ask for referrals.” Just show up, introduce yourself, and leave a **human** impression.

Then... do it again the next week.

You’re Not “Bothering” Anyone—You’re Making Their Job Easier

This is the part most owners get stuck on.

They say things like:

- “I don’t want to be annoying.”
- “I’m not good at sales.”
- “They probably already have someone they refer to.”

Let me tell you something:

Every person on that list wants a backup. They want options.

They want to look smart when a family says, “We didn’t like the other agency. Do you know anyone else?”

They want to hand someone a name and feel good about it.

Give them your name.



The Referral Rule: Show Up. Stay Top of Mind. Be Useful.

This isn't a one-and-done game.

You don't walk in once and expect them to remember you forever.

You follow up. You drop off seasonal info.

You send a thank-you card. You show up at their community event.

Because when they've seen you three or four times, and you've always been kind, respectful, and helpful?

They'll start saying your name without even thinking about it.

This Week's Assignment:

- ✓ Make a list of at least 10 facilities or referral sources in your city
- ✓ Print business cards and a simple flyer (one-pager is fine)
- ✓ Walk in and introduce yourself to three of them this week
- ✓ Track who you met, what you dropped off, and when to follow up
- ✓ Repeat next week

You don't need a CRM system for this. You can use index cards.

The point is to **start the process** of becoming the agency people trust.

Final Thought: You Can't Compete from the Couch

This part of the business won't come to you. You have to go get it.

And the agency owners who take this seriously?

They build waitlists. They become the go-to. They don't worry where the next case is coming from.

Because their **network feeds them**.

Let's build yours.

Next up: **what to say when you show up—and how to follow up without sounding desperate**. That's Chapter 3.

And trust me... it's easier than you think.

CHAPTER 3:

THE SIMPLE SCRIPT THAT OPENS DOORS (AND REFERRAL PIPELINES)

(You don't need to be slick. You just need to show up and say the right thing.)

Let me tell you what doesn't work:

- Walking into a hospital or assisted living center with a perfectly polished trifold brochure
- Throwing out a long speech about your values, your company's mission, and how you "strive for excellence"
- Begging for referrals like you're selling vacuum cleaners

None of that works. And honestly, it just makes you look desperate.

You want the truth?

The most powerful referral pitch isn't a pitch at all.

It's a conversation. One that's short, warm, and shows people you're **real**.

This chapter will give you that conversation—word for word.



Why Simple Works (Every Time)

People don't refer to companies. They refer to **people**.

They refer to someone they've seen. Someone they remember. Someone they feel safe passing along to a family in need.

And the best way to make that kind of impression?

Be human. Be helpful. Be brief.

This is not about "selling yourself."

It's about introducing yourself like a neighbor would.

Here's What You Say

When you walk into a referral source—hospital, senior center, SNF, ALF, whatever—you don't need a script with 14 bullet points and a list of credentials.

You just need this:

Hi, I'm [Your Name], and I just opened a local home care agency. We specialize in non-medical personal care, and I wanted to stop by and introduce myself in case you ever have a family that needs a little help at home.

That's it.

Let that land.

Nine out of ten times, they'll smile, say thanks, and take your card or flyer.

You don't need to talk their ear off.

You don't need to "close the deal."

You're planting a seed.

And if you show up again in a couple of weeks, you water that seed. Then again. And again.

Eventually, when someone asks them, "Do you know a home care agency?"—your name is the one that pops into their head.

That's how referral pipelines begin.

What to Bring

Don't walk in empty-handed.

You want to leave behind **one thing** that reminds them of who you are.

Not a 10-page folder. Not a branded mug.

Just a clean, helpful **one-pager** or flyer that says:

- Who you are
- What services you provide
- What areas you serve
- How to reach you

Bonus if it has a warm picture of you and your team.

And of course, **business cards**. Always.

What NOT to Say

Please don't walk in and say:

- “We're just as good as the big companies.”
- “We're better than [Competitor Name].”
- “We're the most affordable option in town.”
- “Do you have any referrals you can send us right now?”

That's a surefire way to come off as desperate or inexperienced.

Instead, you want to position yourself as confident, helpful, and ready to support **them**.

You're not there to ask for anything.
You're there to introduce yourself and make their job easier.

What If They Already Have Someone?

They probably do.

And that's okay. You're not there to replace anyone—yet. You're there to be a **backup**.

If they say, “Thanks, but we already refer to someone,” just smile and say:

“Totally understand. If you ever need an extra option, I'd be happy to help. Here's my info just in case.”

Then leave your card, thank them for their time, and head out.

No pressure. No pitch. Just a professional, polite presence.

You'll be amazed how often that “backup” spot becomes the first call.



How to Follow Up Without Being Awkward

This part's easy.

You don't need a fancy follow-up funnel.
You just need to stay visible.

Here are some simple ways to stay top-of-mind:

- Drop by again in 2–3 weeks with an updated flyer
- Bring cookies or snacks to the front desk
- Send a handwritten thank-you card after a conversation
- Invite them to a community event you're attending or hosting
- Follow them on LinkedIn and engage with their content (if appropriate)

You're not pestering them. You're **staying relevant**.

The more they see your face, the more they'll remember it when it counts.

Summary

You don't need a sales pitch. You don't need to be slick.

You just need to:

- Show up
- Say something simple
- Leave something helpful
- Follow up

That's it.

Keep doing that, and your referral network will become your biggest source of clients—without spending a dime on ads.

Your Weekly Goal

Make this a habit.

Your goal should be one new referral contact per week. Just one.

If you do that every week for a year, you'll have 52 people in your network who know who you are, what you do, and how to refer to you.

Even if only 10 of those people send you one case a quarter, you'll have 40+ new clients by the end of the year.

And you didn't run a single ad to get them.



CHAPTER 4: ONE NEW CONTACT A WEEK = 52 OPPORTUNI- TIES A YEAR

(Your growth plan doesn't need to be complicated. It needs to be consistent.)

Most agency owners fail because they think they need to hit a home run every time. They think success comes from some huge marketing breakthrough. A viral video. A golden referral source that dumps 30 cases on their lap.

Forget all that.

You don't need a grand slam.

The Power of One New Relationship Per Week

Here's the mindset shift:

You don't need 500 referral sources.
You don't even need 50.

You need **a few dozen people** who know you, like you, and remember you when the time is right.

Now think about this:

If you just meet **one new contact every week**, that's **52 new relationships** a year.



You need **base hits**, every single week. And if you stack up enough of those? You win the game.

That's what this chapter is about. The single most powerful—and simplest—strategy for growing your home care agency in Year One.

Let that sink in.

You're not blasting cold emails.
You're not begging.
You're just meeting one new person a week who works with, talks to, or supports seniors and their families.

That's your referral network. One name at a time.

Who Counts as a Valuable Contact?

It's not just hospitals and ALFs.

Here's a list to get your brain moving:

- Discharge planners
- Home health agencies
- Assisted living directors
- Social workers
- Case managers
- Hospice reps
- Rehab facility staff
- Physical therapists
- Senior center coordinators
- Geriatric care managers
- Elder law attorneys
- Pharmacists
- Pastors and chaplains
- Local nonprofits serving seniors
- Funeral directors
- Other home care owners (yes, even them)

Every single one of these people talks to families who might need you.

And your job is to make sure they remember your name when the time comes.

The Easiest Way to Start

Once a week, block 30 minutes to do this:

1. Choose one person or organization you want to meet
2. Walk in, call, or email them with a short, friendly message
3. Introduce yourself
4. Ask if you can stop by and drop off information or have a quick chat
5. Follow up two weeks later if you don't hear back

That's it.

You're not chasing them.

You're not selling anything.

You're building relationships like a human being.

And that's exactly why it works.

How to Track It Without Overcomplicating It

Grab a notepad. Or a whiteboard. Or a spreadsheet. Doesn't matter.

Write down:

- Who you reached out to
- When you reached out
- What happened (met them, left materials, no answer, etc.)
- When to follow up

Don't let a single name fall through the cracks.

This isn't complicated. But it is **critical**.

Because the difference between "I tried networking" and "I built a strong referral base" is whether or not you followed up.

The Numbers Add Up Fast

Let's say only half of the people you meet actually engage with you.

That's 26 people in a year.

Now let's say only **10 of them** send you one referral per quarter.

That's 40 new clients a year.
Forty.

From one intentional contact a week.

Not bad for something that doesn't cost you a dime.

Don't Overthink It—Just Do It

Look, this isn't sexy.

It's not flashy.

You won't go viral.

But this is what **builds businesses**.

Consistent, focused effort—week in, week out.

Don't talk yourself out of it.

Don't convince yourself you're too busy.

Don't wait until you feel "ready."

Just get moving.

This Week's Assignment:

- ✓ Pick one new person to meet this week
- ✓ Reach out and introduce yourself
- ✓ Keep it light, short, and friendly
- ✓ Leave something helpful behind (flyer, card)
- ✓ Write it down and follow up

That's it.

Do it again next week. And the week after. Before you know it, you'll have a contact list that feeds your business every single month.

Next up: **How to Show Up at Events and Own the Room.** You don't need a big budget or a flashy booth. You just need presence and purpose.

Let's make sure you stand out—in the best way possible.

CHAPTER 5:

HOW TO SHOW UP AT EVENTS AND OWN THE ROOM

(Your next client—or referral partner—is probably standing 10 feet away.)

Most home care owners sleepwalk through community events. They rent a table, slap down some brochures, bring a bowl of mints, and call it a day.

Then they complain it was a waste of time.

Let me be clear:

Events are only a waste if you show up like everyone else.

This chapter will show you how to walk into any event—senior expos, health fairs, networking mixers—and walk out with real leads, real contacts, and real momentum.

You're not just showing up. You're **owning the room.**

Why Events Matter (Even If They Don't Feel Like They Do Right Away)

Events don't usually give you 10 clients overnight. But that's not the point.

Events give you **visibility, trust, and access** to the exact people you want to be known by:

- Families who need help now or soon
- Referral sources who meet families every day
- Other professionals who can open doors for you

Most importantly?

Events let people see your **face**. Your **energy**. Your **intent**.

And when people see you consistently showing up, smiling, helping, and *being useful*—they remember you.

And they talk about you.

What Kind of Events You Should Be At

Not all events are created equal.

Skip the ones that don't attract your audience.

Here's where to focus:

- Senior expos
- Health fairs
- Caregiver workshops
- Resource days at senior centers
- Alzheimer's and Parkinson's association events
- Local hospital or community wellness days
- Faith-based or multicultural senior resource events
- Any event where families, seniors, or healthcare professionals gather

If the event draws adult children of aging parents or professionals who support seniors—you need to be there.

How to Stand Out Without Spending a Fortune

Let's get this out of the way:

You don't need a \$2,000 banner and branded tablecloth.

You need:

- A clean, professional table setup
- A clear, easy-to-read sign or banner
- Business cards and one-page flyers
- Something small to give away (think snacks, tissues, pens—not junk)
- A real person behind the table who knows how to talk to people (that's you)

If you show up with warmth, confidence, and good energy, **you'll already be ahead of 80% of the room.**

The most powerful marketing tool you have at an event?

Your smile and your ability to listen.

What to Say When People Walk By

Here's the move:

Stand up. Don't sit behind the table like a lump.

Make eye contact, smile, and say something friendly and low-pressure like:

"Hi there. Do you know anyone who might need a little extra help at home?"

Or:

"We help families take care of their aging loved ones. Want to grab one of our guides?"

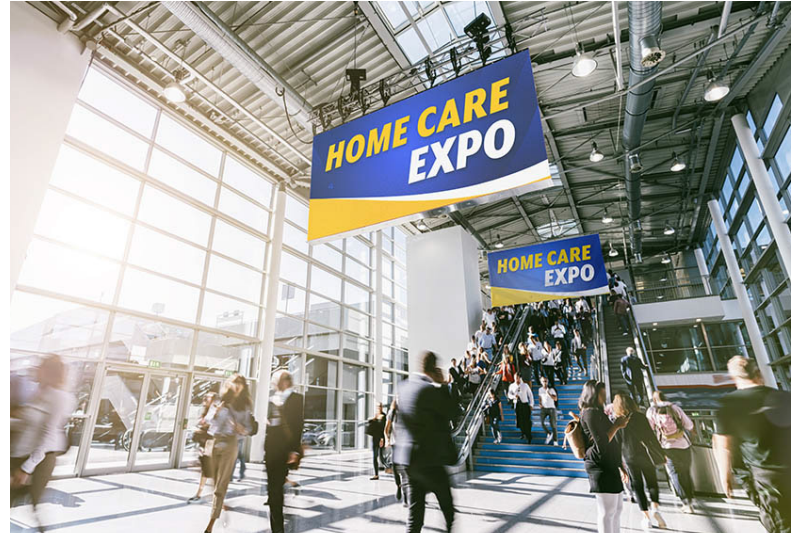
You're not trying to sell them. You're trying to **start a conversation**.

If they're interested, great.

If not, smile and say, "Have a great day!" and move on.

This is **not** about being pushy.

It's about being approachable, present, and professional.



Collect Leads—Don't Just Hand Out Flyers

You don't want to just give. You want to **gather**.

- Have a clipboard or tablet ready for people to write down their name, email, and phone number.
- Offer something helpful in exchange: a free caregiver checklist, a guide, a fall prevention tip sheet, *whatever*.
- If they're a referral source or industry peer, write down their info yourself and jot a note about your convo.

This list becomes **gold** later when you follow up.

Pro tip: if someone seems genuinely interested, say this before they walk away:

Would it be okay if I gave you a quick call next week to follow up?

Most people will say yes—and now you have permission to follow up without it being awkward.

What to Do After the Event (Where the Real Money Is Made)

Most agencies drop the ball here.

They pack up, leave, and never contact a single person again.

Here's your follow-up plan:

- Within 48 hours, send a quick email or text: "Great to meet you at the event!"
- Within a week, call anyone who gave you their number and seemed interested
- Add every contact to your CRM, spreadsheet, or follow-up system
- Keep showing up at future events so they see you're serious—not a one-and-done vendor

Referrals come from **frequency + familiarity + trust**.

Events help you build all three.

Bonus Tip: If You're Shy, Bring a Wingman

Some people love events. Some people dread them.

If you're not naturally social, bring someone with you.

A caregiver. A co-founder. A friend who's outgoing.

Let them help pull people in while you talk. You'll be amazed how much easier it gets when there's good energy around your table.

This Week's Assignment:

- ✓ Look up upcoming senior events in your area
- ✓ Pick one to attend or exhibit at
- ✓ Get your materials ready (cards, flyers, sign-up sheet)
- ✓ Practice a few opening lines
- ✓ Show up. Smile. Talk to people.
- ✓ Follow up with every promising conversation

You don't need 100 conversations. You need a few good ones.

One caregiver's daughter. One case manager. One elder law attorney.

That's all it takes to make your day—and maybe your month.

Next up: **How to Look Like the Expert (Even If You're Brand New).**

Because the more people see you as the go-to authority in your community... the more they'll come to you first.

Let's build that perception.

CHAPTER 6: HOW TO LOOK LIKE THE EXPERT (EVEN IF YOU'RE BRAND NEW)

(They don't care how long you've been around—they care if you can help them now.)

Let's be brutally honest.

You're new.

You don't have 10 years of experience.

You don't have a long client list.

You don't have "As Seen In AARP Magazine" on your website.

But here's what you do have:

The ability to show up, speak clearly, and solve real problems.

That's all it takes to **look like the expert.**

Because here's the truth:

Perception beats credentials.

And in the world of home care, the person who gets seen as the trusted local authority is the one who gets the calls.

This chapter shows you how to build that perception—fast.



Why “Looking” Like the Expert Is Half the Battle

You don’t need to be the most experienced.

You just need to be the most visible, the most helpful, and the most consistent.

People don’t Google “most experienced agency.”

They Google “home care help” and pick the agency that **feels** like they know what they’re doing.

So let’s make sure that agency is you.

Here’s What Experts Do (That You Can Do Right Now)

Let’s break it down. Experts don’t brag. They **teach**. They **guide**. They show up where the right people are—and make themselves useful.

Here’s how you do it:

1. Offer Educational Workshops

Reach out to:

- Senior centers
- Churches
- Libraries
- Assisted living communities
- Social clubs
- Support groups

Tell them you’re available to give a short, free talk on topics like:

- “How to Know When It’s Time to Get Help at Home”

- “Avoiding Burnout as a Family Caregiver”
- “Top 5 Questions to Ask Any Home Care Agency”

Keep it simple. 20–30 minutes. No selling. Just good info that positions you as the helpful guide.

And guess what?

After that talk, you’re the expert in the room.

2. Create a One-Page Tip Sheet

This is one of the easiest, fastest ways to look like a pro.

Make a one-pager with something useful like:

- A Fall Prevention Checklist
- A Home Safety Guide
- A Quick Guide to Home Care Services

Put your logo, name, and phone number on it. Print 100 copies.

Drop them off at referral sources.

Hand them out at events.

Leave them in waiting rooms.

People take that home. Hang it on their fridge. Call you when the moment hits.

3. Write for Local Newsletters

Senior centers, community organizations, local churches—many of them publish monthly bulletins or newsletters.

Offer to write a short article.

Topics like:

- “Caring for a Loved One at Home: What You Need to Know”
- “The Hidden Costs of Waiting Too Long to Get Help”
- “What Home Care Really Means (And What It Doesn’t)”

Don’t try to sound fancy. Write like you talk. Be clear, helpful, and human.

Now you’re the person who “wrote the article on home care.”

That matters.

4. Post Smart on Social Media

Don’t just post company updates or caregiver selfies.

Post things that make you **look like a guide**.

- Short videos answering common questions
 - Stories from families you’ve helped (with permission)
- Tips for navigating home care
- Articles you’ve written
 - Photos of you speaking at events or being active in the community

People don’t need you to be famous. They need to **see** that you care, you show up, and you know what you’re talking about.

What If You're Nervous?

Good.

Being nervous means you care.

Start small.

Offer to speak to five people in a side room at a senior center.

Record a video on your phone about “Three Signs It’s Time for Home Care.”

Write a two-paragraph tip and post it on Facebook.

The more you do it, the more confident you’ll get.

And the more you do it, the more you look like the expert—even if you’ve only been in business for three months.

What Not to Do

Don’t:

- Fake credentials
- Talk down to people
- Ramble in jargon
- Overpromise or mislead

Be real. Be honest. Be practical.

That’s what people trust. That’s what referral sources trust.

And that’s what earns you a reputation you can build on.

This Week’s Assignment:

- ✓ Call one senior center, library, or church and ask if they need speakers
- ✓ Create a one-page tip sheet or checklist
- ✓ Post one helpful tip or video to your agency’s social media
- ✓ Offer to write a 300-word article for a local newsletter
- ✓ Say yes to any opportunity to speak—even if it’s to three people

Every time you do this, you're creating **expert status** in someone’s mind.

And experts don’t chase business.

Business comes to them.

Next up: **Word-of-Mouth That Doesn’t Rely on Luck.**

You don’t have to sit around hoping someone says your name.

We’re going to engineer it so they do.

Let’s get people talking.



CHAPTER 7:

WORD-OF-MOUTH THAT DOESN'T RELY ON LUCK

(Because hoping someone refers you isn't a strategy—it's a gamble.)

Let's kill the myth right now:

Word-of-mouth is **not** some magical force that just happens when you “do a good job.” If that's your whole plan, you're going to starve.

Yes, great service matters. But great service doesn't guarantee anyone's talking about you.

You have to **engineer** it.

You have to make referrals happen on purpose—not by accident.

And the good news?

It's a lot easier than you think.

Why Most Agencies Never Get Enough Referrals

Most agency owners are too polite, too passive, or too invisible.

They tell themselves things like:

- “I don't want to ask for referrals—it feels weird.”
- “If I do a good job, people will talk.”
- “My clients aren't the type to refer anyone.”

Wrong, wrong, and wrong.

People don't refer because you're good.

They refer because you remind them, you ask them, or you give them a reason.

Let's get to work.



Step 1: Start With the Clients You Already Have

Your current and past clients are sitting on a goldmine of referrals. But if you're not actively staying in touch or reminding them of what you do—they'll forget about you.

Here's what to do:

- Send a thank-you note when they sign on
- Send another when service ends
- Call or text 30 days after care ends: "Just checking in—how's everything going?"
- Mention you're growing and open to referrals if they know anyone in a similar situation

That's not pushy. That's **smart**.

You're planting the idea. You're keeping the door open.

You're giving them a chance to help someone else the same way you helped them.

Step 2: Use 9-Word Email

Here's a tool you can use today.

Send this exact message to any old leads, past clients, or referral contacts:

"Are you still looking for help at home for your mom?"

That's it.

Why does it work?

Because it reactivates the conversation without pressure.

You're not selling. You're not pitching. You're simply checking in.

People will reply.

They'll say yes. Or no. Or not right now.

But now you're back in their mind.

Step 3: Ask the Right Way (So It Feels Natural)

Most people mess this up because they ask for referrals like they're begging.

Don't say, "Do you know anyone who needs home care?"

That puts people on the spot.

Instead, say this:

"If you ever have a friend or neighbor in a similar situation, I'd love to help them the way we helped you."

That's clear. It's low-pressure. And it sticks in their head.

Say it when you're finishing a great conversation.

Say it when someone compliments your caregiver.

Say it when a family thanks you for being there.

That's when the moment is right.

Step 4: Be Referable

You want to know the fastest way to make sure people talk about you?

Be the agency that returns calls fast.

Be the agency that shows up when you say you will.

Be the agency that doesn't make families chase you.

You don't have to be perfect. But you do have to be reliable.

People refer companies they **trust**, not companies that "try really hard."

Clean up your follow-through. Tighten up your communication.

Referrals come from consistency.

Step 5: Create a "Thank You System"

Don't let referrals go unacknowledged.

You don't have to throw money at it (in healthcare, that's often not allowed anyway). But you can:

- Send a handwritten thank-you card
- Drop off a coffee gift card
- Publicly thank them (with permission) on social media
- Mention how much you appreciate their trust and support

Referrals are about **relationships**.

And relationships grow stronger when people feel seen and appreciated.

Step 6: Stay Top of Mind Without Being Annoying

You don't need to bug people every week.

Just check in occasionally.

- Send a seasonal email
- Drop off a holiday card
- Invite them to a free workshop or event
- Share a helpful article or tip once a month

You're not selling. You're just **staying in their orbit**.

Because when the moment comes—when someone says, “We need help for Mom”—you want your name to be the first one they say out loud.

This Week's Assignment:

- ✓ Make a list of past and current clients to follow up with
- ✓ Send out five “Are you still looking for help?” emails
- ✓ Write one short, friendly “referral thank-you” note
- ✓ Practice your natural referral ask
- ✓ Look at your operations: Are you truly referable?

Word-of-mouth is not luck.

It's **intentional visibility**, **strategic follow-up**, and **being the kind of company people want to talk about**.

Let the other guys sit around hoping someone mentions them.
You're going to **make it happen**.

Next up: **Social Media Without the Circus.**

Because yes, it matters—but no, you don't have to dance on TikTok.

Let's do it right.

CHAPTER 8: SOCIAL MEDIA WITH- OUT THE CIRCUS

(No TikToks, no trends—just simple posts that build trust and get the phone to ring.)

Let's be honest.

Most agency owners treat social media like a chore—or worse, like a shiny toy.

They either post every random thought, jump on dancing trends they don't understand, or post nothing at all for three months... then dump five stock photos in one day to “catch up.”

None of that works.

Why Social Media Still Matters (Even If You Hate It)

People will Google you.

They'll check your website.

And then—right after that—they're clicking over to see your Facebook or Instagram.

Why?

Because social media **feels more real**.

It's where they go to confirm: “Is this agency active? Do they seem legit? Are they human?”



You don't need to “go viral.”

You don't need to entertain.

You don't need a content calendar with 97 post ideas and a Photoshop subscription.

You need a **handful of posts that make the right people trust you enough to call.**

Let's get to it.

And if they land on a page that looks dead, awkward, or like it was run by a robot?

They move on.

So even if it doesn't bring in direct leads every day, it **absolutely influences who picks up the phone.**

Which Platforms Actually Matter?

Let's keep this simple:

- ✓ **Facebook** — Yes. This is where your audience is. Families, seniors, referral partners.
- ✓ **Instagram** — Maybe. Good for showing human moments and caregiver culture.
- ✓ **LinkedIn** — Yes. Great for networking with professionals and referral sources.
- ✗ **TikTok** — No. Don't waste your time.
- ✗ **Twitter/X** — Definitely not. It's not where your people are.

If you're only picking one to start with, go with **Facebook**.

What Should You Post?

Here's the golden rule:

Post things that make people feel like they know, like, and trust you.

You don't need to be fancy. You just need to be *present*.

1. Caregiver Spotlights

Show your team. Brag about them.

"This is Maria, one of our amazing caregivers. She brings joy, compassion, and homemade cookies to every shift."

Warm. Real. Human.

2. Helpful Tips

Short and practical.

- "3 signs your aging parent might need help at home."
- "How to talk to your loved one about home care."

- “Why hiring privately can backfire.”

You’re not preaching. You’re guiding.

3. Client Thank-Yous (with permission)

“With permission, we just want to thank the Thompson family for trusting us with their dad’s care. It’s an honor to serve.”

Instant trust builder.

4. Behind-the-Scenes Moments

Your team at training

You attending a community event

Dropping off flyers at a referral source

It shows you’re active, involved, and local.

5. Event Invites

Hosting a fall prevention workshop? Doing a blood pressure screening?

Let people know. They may not show up—but they’ll remember you’re out there helping.



How Often Should You Post?

Two to three times a week. That's it.

More than that? You'll burn out.

Less than that? You'll disappear.

Don't post just to post.

Post when you have **something worth sharing**—and that's more often than you think.

Pro tip: Batch your posts. Spend one hour a week writing and scheduling them ahead of time.

Should You Boost Posts?

Yes. A little bit goes a long way.

Set aside **\$100/month** to boost posts. That's your budget.

Here's how to do it smart:

- Only boost posts that already got decent engagement.
- Target the ZIP codes you serve.
- Focus on adults aged 45–65+, especially women, since they're often the ones making care decisions.
- Upload your own lists—like referral sources, past leads, or newsletter contacts—and boost posts to stay top of mind with people who already know your name.
- Use retargeting to reach people who've visited your website or engaged with your page.

You just need to stay visible to the people who matter most—again and again.

And don't try to sell services in every post.

Use boosted posts to build **familiarity and trust** first.

Because when the moment comes—when they need help for Mom—you want them to think of you.

What to Avoid

- Stock photos of generic smiling nurses. Everyone has them.
- Overly corporate or cold language. You're not a hospital.
- Posting "We're hiring!" every day. Balance it with value.
- Trying to be clever or funny if it's not your style.

Social media is **relationship-building at scale**.

Treat it like a conversation—not a bulletin board.

Need Help with This?

If you don't have time to figure this out, or you simply want to stay focused on running your business, **we can help**.

At **Senior Care Marketing Max**, we specialize in posting **engaging, trust-building content** for home care agencies.

We'll handle your posting schedule, help your agency look active and professional, and keep you top of mind with families and referral sources in your community.

And we won't just post—we'll **help you boost the right posts** to the right audience so you actually get seen. That means more engagement. More followers. More familiarity in your local market.

But let's be clear:

This is a branding strategy—not a lead faucet.

You won't get 10 calls a week from social media.

What you'll get is **trust**.

Recognition. Familiarity.

The kind of presence that makes people say, "Oh yeah, I've heard of them."

That's what gets you on the shortlist when families are ready.



This Week's Assignment:

- ✓ Write and schedule three posts this week
- ✓ Spotlight a caregiver, share a helpful tip, or thank a client
- ✓ Upload a photo of your team or something real and local
- ✓ Boost one of your best posts with \$10–\$20
- ✓ Clean up your About section and make sure your contact info is correct

You don't need a circus.

You need consistency.

You need warmth.

You need to show up and be human.

That's what makes people call.

Next up: **Your Website Is a Sales Letter, Not an Online Brochure.**

Because when they land on your site, it had better do one thing:

Make them pick up the phone.

Let's fix that next.

CHAPTER 9: YOUR WEBSITE IS A SALES LETTER, NOT AN ONLINE BROCHURE

(If people can't find you, they can't hire you.)

Let's get one thing straight.

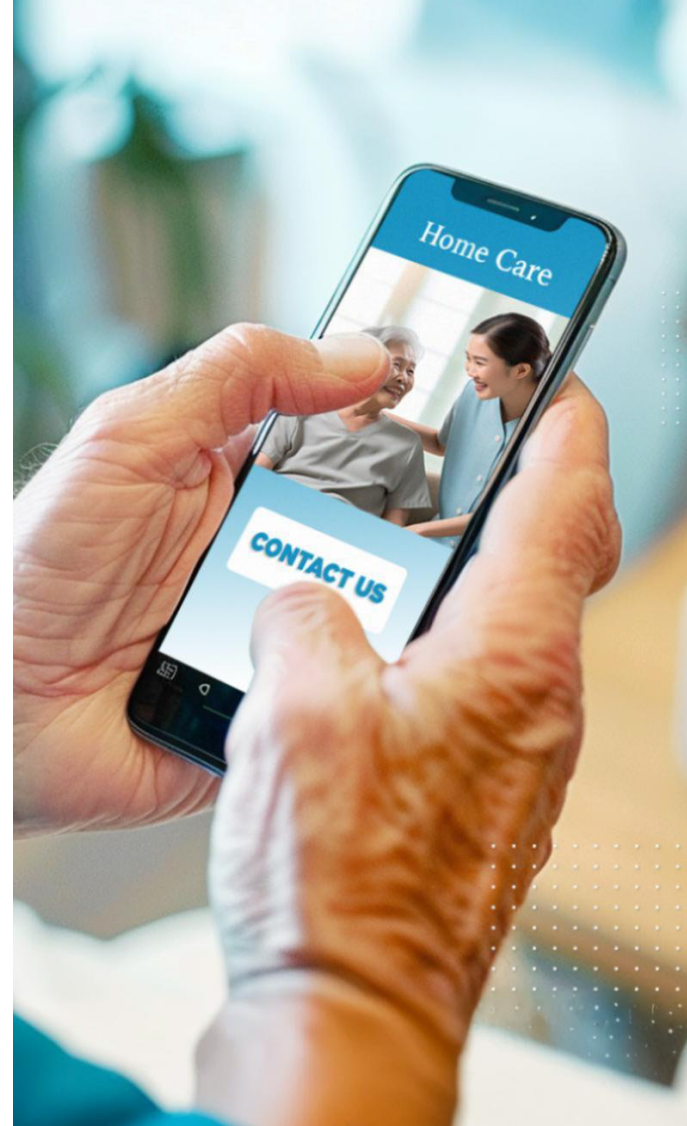
Your website is not supposed to be a digital business card. It's not there to "look professional." It's not there to "give information."

Your website has one job:

Make someone pick up the phone and call you.

Period.

If it doesn't do that, it's not a website. It's a waste of money.



Most Home Care Websites Are Pretty—and Useless

They've got the smiling seniors. The caregiver hugging someone. Some vague language about "quality, compassionate care."

And you know what the average family does?

They click away in less than eight seconds.

Why?

Because it didn't speak to their problem. It didn't make them feel understood. It didn't give them a reason to **act right now**.

Your website doesn't need to be pretty. It needs to be **persuasive**.

Your Website Is a Sales Letter

When someone lands on your site, they're thinking:

- “Can you help me?”
- “Do you understand what I’m going through?”
- “Can I trust you with someone I love?”
- “What do I do next?”

And your job is to answer all of that **quickly**—on the homepage—without making them scroll for miles or read fluff.

Think of your homepage like the **first page of a sales letter**.

It should:

- Hook their attention in the first few seconds.
- Make them feel like you *get it*.
- Show them the outcome you deliver.
- Tell them what to do next.

If your site isn't doing this, it's leaking clients every single day.

The Essentials Your Website Must Have

Let's keep it simple. Here's what your site must include:

- ✓ A headline that speaks to the family's pain or urgency

Something like:

“Caring for an aging parent? We'll help you navigate home care with less stress, more support, and the help you need—fast.”

Not “Welcome to XYZ Home Care.” That's garbage. No one cares.

✓ **Real photos of your team (not stock photos)**

People trust **faces**, not perfect stock models.

✓ **A clear list of your services**

Don't just say "personal care." Break it down: bathing, grooming, companionship, meal prep, etc.

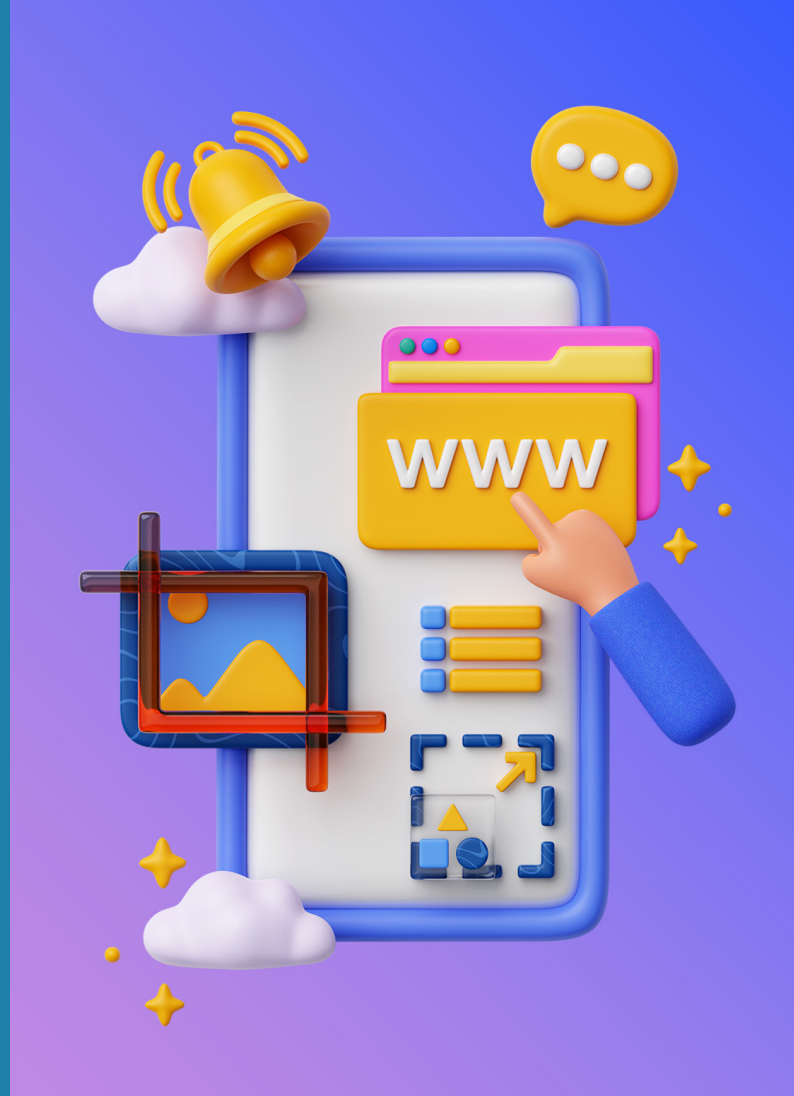
✓ **What makes you different**

Do you answer the phone live 24/7? Do you onboard faster? Do you specialize in dementia care?

Say it clearly. Make it pop.

✓ **A strong call to action (with your phone number everywhere)**

Don't hide the phone number. Don't make people click around to contact you.



Your phone number should be visible the entire time they're on your site—no exceptions.

- Put it in the **top right-hand corner** of every page.
- Make sure it's **frozen** at the top (sticky header) so it's always visible, even when they scroll.
- On mobile, it **must be tap-to-call**—one click and it dials. Don't make them copy and paste or fumble around.

Repeat it in the body. Repeat it at the bottom. Pair it with a bold call to action like:
"Call now to speak with a care coordinator—no pressure, just answers."

This isn't optional. This is **money left on the table** if you skip it.

✓ A short, clear About section with a human story

Not your life story. Just enough to show you're real, local, and you care.

✓ A 1-minute business profile video

This is HUGE. People want to see who they're hiring. A simple video of you or your team introducing the company builds trust instantly. Keep it real. Keep it human. Tell them what you do, who you help, and how to get started.

Don't Forget the Downloadable Guide

You should have a **free, helpful guide** on your website. Why?

Because some people aren't ready to call yet—but they will download something useful. Once they do, you have their info. Now you can follow up. Nurture. Stay in front of them.

It's called **lead capture**, and it's the bridge between anonymous website visitor and future client.

Here are a few killer guide topics to consider:

- *"5 Signs It's Time to Consider Home Care"*
- *"The Complete Guide to In-Home Care in [Your City]"*
- *"Home Care vs. Home Health: What Families Need to Know"*
- *"How Much Does Home Care Cost? A Straightforward Answer"*

Make it useful, not fluffy. Give them something they'll **thank you** for reading.

Speak to BOTH Families and Caregivers

Here's what most agencies miss:

You'll have two types of visitors on your website:

1. **Families looking for care**
2. **Caregivers looking for work**

And if your site doesn't clearly speak to **both**, you'll confuse everyone.

Make sure your menu or homepage has:

- A section for **Families**: "Looking for care?"
- A section for **Caregivers**: "Looking for work?"

Guide them down the right path with the right message.

Mobile-Friendly and Fast

If your website isn't fast and mobile-friendly, you're losing half your leads before they even read your headline.

Most people are checking you out on their **phones**—in the parking lot of a hospital, during a lunch break, or sitting in bed at midnight stressing over Mom.

If your site's slow, clunky, or hard to navigate? They're gone.

Fix it.

Content Matters—But Only If It's Engaging

Don't just slap out some blogs because someone said "SEO is important."

If the content doesn't speak to families or answer questions they're actually asking, it's just noise.

Your blog should:

- Answer real questions like: "How much does home care cost?" or "What's the difference between home health and home care?"
- Tell stories. Show how you've helped real families.
- Be written like a human—not a robot or corporate copywriter.

Not a writer? Don't worry: We've got your back.

Want to Make It Easy? We Can Help.

If your website feels outdated, stiff, or invisible—we can help.

At **Senior Care Marketing Max**, we specialize in:

- Website makeovers that actually convert
- Copywriting that sounds human and builds trust
- Ongoing blog content that answers real questions families are asking

- Website conversion optimization—testing layouts, CTAs, and user flow to boost calls
- Tracking engagement with **Google Analytics** to find out what’s working (and what’s not)—then fixing it
- Helping you overcome **writer’s block** and publishing new content regularly
- Helping you **develop a downloadable** guide that captures leads and builds credibility

If your homepage isn’t getting calls, we’ll fix it.

If people are bouncing off your site, we’ll find out why and improve it.

This isn’t a set-it-and-forget-it website.

This is an **ongoing machine that grows your business**.

This Week’s Assignment:

- ✓ Open your homepage. Pretend you’re the adult daughter of a confused, overwhelmed family.
- ✓ Ask: “Do I feel understood? Do I trust this company? Is it clear what I should do next?”
- ✓ If the answer’s no—fix it.
- ✓ Add or update your CTA. Make sure your phone number is visible at the top right, sticky, and tap-to-call on mobile
- ✓ Add a short video or start planning one
- ✓ Create (or plan) a downloadable guide
- ✓ Make sure your site is fast and easy on mobile
- ✓ Separate your messaging for families and caregivers

Remember, no one hires you because your site looks fancy.

They hire you because you **speak to their fear** and offer a way out.

Do that, and your website becomes a client-getting machine.

CHAPTER 10:

WHEN TO SPEND ON GOOGLE ADS (AND WHEN NOT TO)

(Google Ads can make you rich—or broke. It depends on when you start.)

Let's clear something up right now:

Google Ads is not the magic bullet.

It's not a lottery ticket.

And it sure isn't something you throw money at just because you "want leads fast."

Yes, it works. It can bring you leads quickly. But if you do it too early, without the right setup, you're just setting fire to your money.

This chapter is about knowing exactly **when** to spend on Google Ads—and **when** to wait.



Why Google Ads Feels Like a Quick Fix (But Isn't)

It's tempting. You want the phone to ring. So you throw a few hundred bucks at Google hoping people will call.

And you know what? They might.

But here's the problem:

If your website sucks, if you don't answer the phone fast, if you don't know how to convert a caller into a booked assessment...

Then all those ad clicks? **Wasted.**

Google Ads only works when your entire backend is ready to handle it.

Otherwise, it's like opening a floodgate into a leaky bucket.

When You Should NOT Run Google Ads Yet

✗ You don't answer the phone live

If leads go to voicemail, forget it.

You just paid \$35 for a click that went straight to your inbox—and straight to your competitor who *did* answer.

✗ Your website looks like a ghost town

If your homepage doesn't clearly explain what you do, where you serve, and how to contact you—don't bother.

✗ You can't handle more than 2–3 clients

If you don't have caregivers or bandwidth to take new cases, fix that first.

✗ You haven't dialed in your local visibility

Google Ads works best when it complements your **organic presence**—your Google Business Profile, your reviews, your local SEO.

✗ You only have \$300 to your name

Sorry, but you need a real budget. Not mortgage-your-house budget—but **at least \$600/month** to give Google enough data to optimize.

If you can't swing that, **wait**.

You'll get a better return once your foundation is strong.

When You Should Say “Yes—Let's Go”

✓ You answer the phone every time—or have someone who does

This is non-negotiable. The leads are real-time. So you'd better be ready.

✓ Your website is dialed in

It loads fast, looks great on mobile, and makes it crystal clear what you do, who you help, and how to get started.

✔ You know how to convert callers into booked assessments

You've practiced. You've role-played. You don't just "take messages." You **guide families into saying yes.**

✔ You've maxed out free/organic options

Your Google Business Profile is solid. Your reviews are climbing. Now you want to pour fuel on the fire. That's when Google Ads makes sense.

✔ You have a budget

Again, this is not spare change. It's a **minimum of \$600/month** to test properly in a small radius. If you're in a competitive metro? Be ready to spend more.

What Makes Google Ads So Powerful (When Done Right)

Here's the part nobody tells you:

When someone searches "home care near me" or "help for my aging parent," that's **intent**. They're not scrolling social. They're not passively reading. They're looking to solve a problem—**now**.

But here's the reality: **Not everyone who clicks on your ad is ready to call.**

Some are ready to talk now.

Some are just doing research.

Some are comparing you with five other agencies and haven't made up their mind yet.

And that's okay.

Because even the ones who aren't ready right this second? **They're mindful. They're thinking about it.** They're in motion.

That's still gold, **if you have a website and follow-up system that captures and nurtures them.**

Don't Try to Do This Alone

Google Ads is a beast. It changes weekly. The setup matters. The keyword match types matter. The landing page matters. The call tracking matters.

You screw up one piece, and you might as well light your wallet on fire.

If you're not experienced, don't DIY this.



Need Help? We Run Ads That Actually Convert

At **Senior Care Marketing Max**, we don't just "run your Google Ads." We build the full system around it:

- Smart targeting (so you're not wasting clicks 50 miles away)
- Tight keyword strategy (so you don't show up for nonsense like "home health")
- Ad copy that gets clicks *and* calls
- Conversion-focused landing pages
- Weekly adjustments based on real data
- And most importantly: **we specialize in running ads for home care agencies**

We know this space.

We've seen the patterns.

We know what works and what bleeds money.

So when you're ready to scale? We'll make sure Google Ads works for you—not against you.

This Week's Assignment:

- ✓ Check your phone setup—are you ready to answer leads live?
- ✓ Look at your website on mobile—does it load fast and make people call?
- ✓ Review your monthly budget—can you commit at least \$600/month to test ads?
- ✓ Accept that not everyone will call—but the right ones will, and the others will be watching
- ✓ If not ready, focus on organic strategies and keep building
- ✓ If yes, and everything else is dialed in—**you're ready to turn the faucet on**

Done right, Google Ads doesn't just “bring leads.”

It brings **the right families** at the right time—when they're ready to act or seriously consider their next step.

But if you rush in unprepared?

You'll blow your budget and wonder why “this stuff doesn't work.”

Let the amateurs guess.

You? You'll run ads **when it's time**—and you'll do it right.

CHAPTER 11: WHY SEO CAN WAIT UNTIL YOU'RE MAKING MONEY

(Get profitable first. Then we'll talk about playing the long game.)

Let me say something that might ruffle a few feathers:

SEO is not your priority in Year One.

I don't care what the nerdy digital marketers say. I don't care what the blog posts tell you. I don't care if someone said it's “free traffic.”

Because here's the truth:

SEO takes time.

SEO takes money.

And most importantly, **SEO takes patience.**

And when you're in your first year of business, you don't have a lot of any of those.

The Truth About SEO (That Most Agencies Won't Tell You)

Search Engine Optimization sounds great. Who doesn't want to show up on page one of Google?

But here's what most people won't tell you:

- It takes **six to 12 months minimum** to start seeing real results.
- It's **competitive as hell**, especially in cities.
- It requires consistent **content creation, on-page optimization, link-building, directory cleanup**, and a whole bag of tricks just to *maybe* move the needle.
- And it's **expensive** to do right. I'm talking \$1,000–\$2,500/month if you want someone who actually knows what they're doing.

So ask yourself:

Are you ready to drop that kind of cash every month for 6+ months with zero guarantee of a lead coming in?

If you're not making money yet, the answer is simple:

Don't touch SEO. Not yet.

What to Do Instead

Use that money where you'll get a return **faster**:

- Google Ads (once your foundation is solid)
- Local visibility (your Google Business Profile)
- Networking and referral-building
- Phone conversion training
- Social media branding
- A downloadable guide to collect leads now



These things give you momentum. **This month. This week. Even today.**

SEO? That's for **scaling** once you already have revenue.

When to Start SEO

Now I'm not saying SEO doesn't work. It does.

It's one of the best long-term plays you can make—**once your business is stable.**

Here's when SEO makes sense:

- You're already getting leads consistently.
- You have money to invest that won't break you.
- You're planning for Year Two and beyond.
- You're ready to publish helpful content regularly.
- You understand that this is a snowball—you push and push until momentum kicks in.

If that's you? Great.

Now it's time to show up on the map. To start climbing those rankings.

To go from *hustling* to *dominating*.

But if that's not you yet?

Focus on revenue now. SEO later.

Need Help When You're Ready?

At **Senior Care Marketing Max**, we do SEO the right way—only when it actually makes sense for you.

If you're just starting out, we'll tell you straight:

Hold off. Save your money. Build your client base.

But when you're ready?

- We'll clean up your listings.

- We'll write content that drives traffic.
- We'll optimize your pages.
- We'll get you ranking for the search terms that matter.

And we'll do it without wasting a single dollar.

Because SEO isn't for dabblers. It's for agencies ready to win the long game.

This Week's Assignment:

- ✓ Stop worrying about SEO rankings in Year 1
- ✓ Focus on getting the phone to ring this month
- ✓ Reallocate any SEO budget to faster-growth activities
- ✓ Make a note: Revisit SEO after you've got 20+ paying clients
- ✓ When you're ready, build a smart, steady plan that supports long-term growth

Don't let the SEO pitch guys talk you into wasting your runway.

They're playing the long game.

You? You need money **now**.

We'll get to SEO—when it's time.

But today, we focus on getting you **paid**.

Next up: **Your Phone Is Your Sales Machine—Time to Master It.**

Because none of this works if you blow it when the phone finally rings.

Let's fix that next.



CHAPTER 12:

THE CALL IS THE CLOSE – CONVERT THE DAMN PHONE CALL

(If you screw this up, nothing else matters.)

Let's get this straight:

You can have a gorgeous website.

You can have Google Ads running 24/7.

You can have referral sources singing your praises.

But if you fumble the phone call?

You lose the client.

End of story.

That's why this chapter might be the most important in this entire guide.

Because when the phone rings, that is the **moment of truth**.

That's the close. That's the sale.

And if you're treating it like just another call... you're burning money.



Every Call Is a Shopping Call — Accept It

Stop whining that "people are just shopping around."

Of course they are.

This is the first time most families have ever needed home care.

They're stressed. They're scared. And they don't know who to trust.

So yes, they're calling three, maybe five agencies.

But if you know what you're doing, you'll be the one they choose.

Because the agency that **guides them**, not just answers questions...

Closes the case.

Here's What Doesn't Work

- Letting it go to voicemail
- Saying “How can I help you?” and waiting in silence
- Sounding cold, robotic, or rushed
- Answering like it's a front desk, not a lifeline
- Taking their name and saying “someone will call you back”
- Saying “We're not taking new clients right now” with no backup plan

That's how amateurs answer the phone.

And it's why they stay small.

Here's What Pros Do

You answer the phone like you've been waiting for them.
Like they've called the exact right place.
Like you understand the storm they're in—and you're going to walk them out of it.

Here's how it should go:

“Thank you for calling [Your Agency Name]. This is [Your Name]. How can I help you today?”

Then, once they ask if you provide care:

“Yes, we do. May I ask—who are you calling about today?”

Now you're in control.

You're guiding the conversation, not reacting to it.

You're uncovering pain, building trust, and positioning yourself as the solution.

The Goal of Every Call: Book the Assessment

Not "take notes."

Not "gather info."

Not "send them a brochure."

The goal of every inbound call is **to book an in-home assessment.**

That's your close.

You don't need to force it. You just need to lead them there.

Try this:

“Here's what I recommend—we can schedule a free in-home consultation so we can better understand your loved one's needs and walk you through the options. Would mornings or afternoons work better for you?”

That's how closers talk.

Practice Like It's a Skill (Because It Is)

You don't "wing" phone conversions.

You train for them.

You role-play. You record and review. You improve your tone, your pacing, your language.

You script your openers. You script your close. You script how to handle objections like:

- "We're just looking right now."
- "We need to talk to the family first."
- "We're waiting on discharge."

You don't argue. You guide.

You say:

"Totally understandable. Just so you know, we can always do a no-obligation assessment so you're ready when the time comes. That way you're not scrambling later. Would mornings or afternoons be better?"

Know Your Numbers — and Beat Them

Here's the data:

The industry average inquiry-to-assessment conversion rate is 31.5%.

Assessment-to-admission is 87%.

Which means overall?

Only about 27% of phone inquiries turn into paying clients.

That means 7 out of 10 people who call **will not** turn into business.

Don't get discouraged.

But don't get lazy either.

Because here's the truth:

You should be doing better than average.

If you train, if you guide, if you show up like a pro on the phone, you'll close more than your competitors.

And that's how you win.

Your Phone Is Not Admin — It's Sales

The worst mistake agencies make is having office staff answer the phone like it's an admin task.

It's not.

This is your sales department.

If your receptionist isn't trained to close, they shouldn't be answering. If you're

answering calls yourself, treat every one like it's a \$5,000 opportunity—because it is.

One call. One assessment. One client.

And that client?

They stay for months. Sometimes years. That's tens of thousands of dollars... or gone in 30 seconds if you blow it.

Want Help Training for This?

At **Senior Care Marketing Max**, we don't just drive leads. We teach you how to **convert** them.

We can:

- Help you build a killer phone script
- Teach your team how to guide—not just answer
- Give you roleplay exercises
- Show you how to handle objections without sounding pushy
- Review call recordings and coach you up

Because no amount of traffic matters if you don't know how to close when it counts.

This Week's Assignment:

- ✓ Call your own agency. See how the phone is answered. Be honest—would you trust that voice with your parent?
- ✓ Write a basic phone script that walks someone from greeting to booked assessment
- ✓ Practice it with your team (or by yourself if you're solo)
- ✓ Set a rule: Every inbound call gets one goal—**book the assessment**
- ✓ Track every call. Review what worked and what didn't. Fix it fast.
- ✓ Know your numbers. Aim to beat that 27% inquiry-to-admission average. Push for more.

One call can change your month.

Five can change your quarter.

Get this right, and you'll never worry about where your next client is coming from.

The call is the close.

Convert the damn phone call.

CHAPTER 13:

THE REVIEW ENGINE THAT BUILDS TRUST BEFORE YOU EVER SPEAK

(The first impression happens before the phone call)

Before they ever talk to you...

Before they ever fill out a form...

Before they ever call your number...

They're checking your reviews.

Online reviews are the new word-of-mouth.

And in home care? That means they either trust you—or they don't call.

This isn't optional. This is make-or-break.

And here's what most agency owners forget:

It's not just families looking at your reviews.

Potential caregivers are, too.

If they see a bunch of bad reviews—or worse, no reviews—they're not going to feel proud to work for you.

They'll think, "This place looks shady." And they'll move on.

So your reviews don't just attract clients. They help you attract **great caregivers**, too.

Google Is King (But Don't Ignore the Others)

If you had to choose one place to focus, start with **Google**.

Why?

Because when families search "home care near me" or "care for mom in [Your City]," the first thing they see is that map section... And the businesses with the best reviews—and the most reviews—win the clicks.

But that doesn't mean you ignore **Facebook** or **Yelp**.

Some people go straight to Facebook to ask for recommendations.

Others look at Yelp out of habit—especially in cities.

You need to show up strong on all three platforms.

Just remember:

Yelp has strict rules against review solicitation.

You're not allowed to ask for reviews there—at all.

So while it's important to keep your Yelp profile up to date and monitor your reputation, you should **never** send someone to Yelp directly to leave a review.

It's a Numbers Game—Ask Like a Maniac

Let's cut through the excuses:

"I don't want to bother families."

"It feels awkward."

"What if they say no?"

Get over it.

This is a numbers game.

And here's the rule of thumb: **only about 1 in 10 people you ask will actually leave a review.**

That means if you want 10 reviews, you'd better be ready to ask for **100**.

And no, that's not an exaggeration. Most people **love** you. They'll say thank you.

But when it comes to actually leaving a review?

They'll forget. Get busy. Move on. It's human nature.

Yes, we know the frustration—people need a **Google account** to leave a review on Google.

Not everyone has one, or they may not want to bother logging in.

But don't let that be your excuse.

The more people you ask, the better your odds.

Ask enough people, and the reviews will come in. Period.

And here's another tip: **texting beats email**.

People ignore emails. Open rates are low. But texts? Those get seen, almost immediately.

So what do you do?

You ask everyone.

Not just the daughter who called you—ask her brother. Ask her husband. Ask the senior you cared for. Ask the family friend who was involved.

Ask everyone you interacted with.

You ask **every happy family**.

You ask **every caregiver who loves working for you**.

You ask **after every milestone, every compliment, every thank-you**.



Quick note on caregivers:

Caregivers should not leave reviews on Google.

Google's policies prohibit **employees** from reviewing the business they work for. So don't try to cheat the system—it'll backfire.

But caregivers **can absolutely help you ask families** for reviews.

They're often the ones with the strongest relationship, and families will gladly leave feedback when prompted by someone they trust.

And where should caregivers leave reviews?

Indeed and Glassdoor.

That's where other caregivers are looking when they decide who to work for.

The more positive feedback you have there, the easier it becomes to recruit great people.

Because just like families, top caregivers don't want to work for a shady agency.

They want to work for a place that's respected, reviewed, and trusted in the community.

Don't Rely on Luck—Use a Tool

Now here's the good news:

You don't have to do all of this manually. We built a tool just for this.

It's called the **30-Second Feedback Tool**.

And here's what it does:

- It sends a simple, automated text or email asking for a quick review.
- It directs them to **Google or Facebook**—the two platforms that allow and encourage review solicitation.
- It makes it **fast, frictionless, and easy** to say something nice
- It even lets you generate a **QR code** that links directly to your review request—print it, post it, or display it anywhere families can scan with their phone.

But here's the catch:

The tool doesn't replace you.

You still have to **call. Ask. Follow up.**

You still have to personalize it.

The tool makes it easier. But it doesn't do the asking **for** you.

You want 50 five-star reviews?

You use the tool *and* you pick up the phone.

Use Reviews Everywhere

Once you've got them, **don't let them sit.**

- Add them to your website
- Feature them on your social posts
- Include them in your email signature
- Print one on the back of your business card
- Drop one into your leave-behind folder for referral sources



Let your happy clients do your selling.

Because what a family says about you is **10x more powerful** than what you say about yourself. And what caregivers say about you? That brings in the next great hire.

This Week's Assignment:

- ✓ Make a list of every happy client and caregiver from the past six months.
- ✓ Reach out personally—text, call, or email—and ask for a review.
- ✓ Start using the 30-Second Feedback Tool to make the process automatic.
- ✓ Ask caregivers to support the review process by reminding families.
- ✓ Have caregivers leave their own reviews on **Indeed and Glassdoor.**
- ✓ Add your top five reviews to your homepage and your social media.
- ✓ Use QR codes to make it even easier for people to leave a review.
- ✓ Set a recurring reminder to ask for 2–3 new reviews every week.

Every review is another brick in your trust wall.

Stack them high. Stack them often.

And pretty soon, families will call you **already convinced** you're the one.

And great caregivers will apply thinking, **"I want to be part of that."**

CHAPTER 14:

THE CRM HABIT THAT SEPARATES WINNERS FROM WISHERS

(If you're not tracking, you're guessing. And guessing doesn't build a business.)

Let me tell you the difference between the agency that grows to \$1M+ and the one that stays stuck at three clients for two years:

The winner uses a CRM. The wisher forgets who called yesterday.

The agency owner who's "too busy" to log leads, follow up, or organize their pipeline?

That's the same one crying six months from now that "marketing doesn't work."

Guess what? It works.

You just didn't follow up.

The Painful Truth: You're Losing Leads You Already Paid For

That \$35 Google Ads click? Gone.

That family that said "We'll call back"?

You forgot.

That referral source who gave you a name last month? Never contacted.

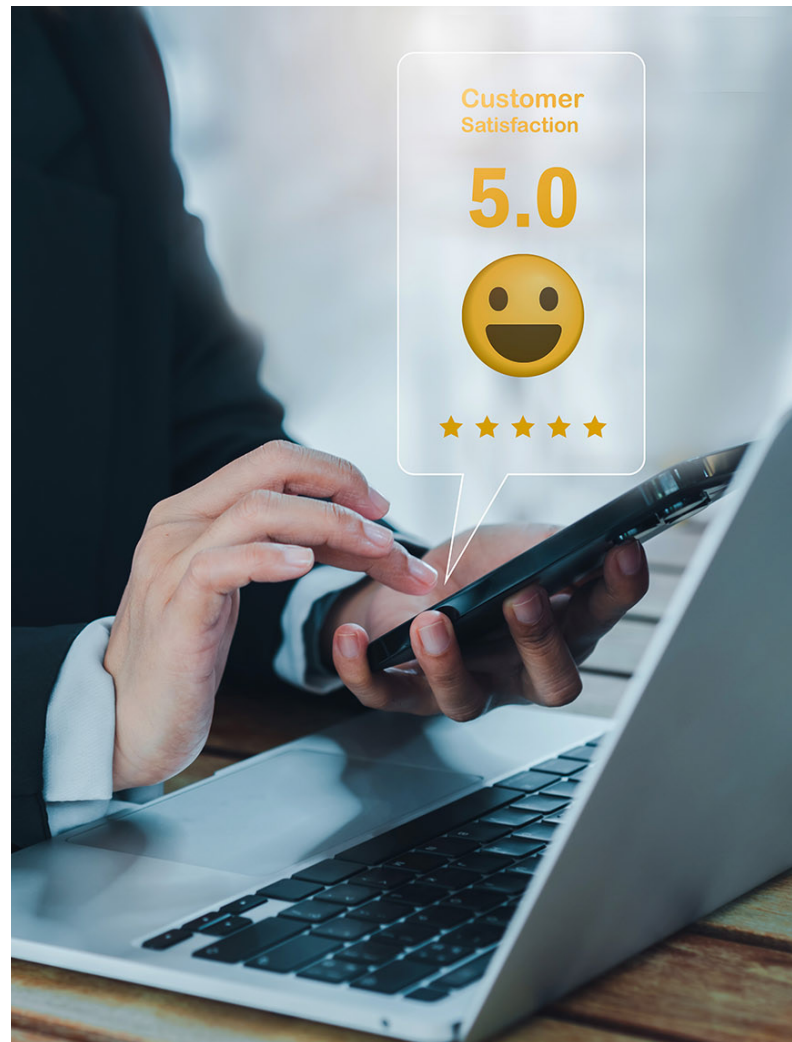
Every one of those people was a shot at new business.

And you let them vanish because you didn't track them.

That's not a marketing problem.

That's a **you problem**.

And it's 100% fixable.



CRM = Cash Retention Machine

CRM stands for **Customer Relationship Management**, but let's call it what it really is:

Cash Retention Machine.

It keeps you from dropping the ball.
It reminds you who to follow up with.
It tracks every lead, every call, every step until the deal is closed.

And the best part?
It doesn't forget. It doesn't get tired. It doesn't skip follow-up.

It makes sure you do what needs to be done—even when you're buried in chaos.

And here's what most people forget:

CRM isn't just for leads.
It's your tracking system for **referral sources, networking contacts, community partners, and past clients** too.

If you met a discharge planner last week, you better have them in the CRM.
If a local elder law attorney said "Follow up in a month," your CRM had better remind you.

The agencies that win the referral game don't have better business cards. They just **remember to show up**, again and again.

And CRM is how you do it—without relying on memory or luck.

What a Real CRM Habit Looks Like

Let's break it down:

1. **Every call, email, or referral goes into the CRM**—no exceptions
2. **You log what happened** — "Left a voicemail," "Booked assessment," "Said call back in two weeks"
3. **You set the next step** — If there's no next action, the lead is as good as dead
4. **You follow up exactly when your CRM tells you to**
5. **You check it daily** like brushing your damn teeth

That's it. Five steps.

Do that every day, and you'll never wonder "where the leads went" again. And you'll never let another referral partner go cold just because you "forgot."

Stop Treating Leads Like Lottery Tickets

Some of you are sitting on a goldmine of past leads.

People who inquired but weren't ready.

Families who said "not yet."

Referrals that went cold because you didn't check in.

You treat them like lottery tickets.

Scratch one. Didn't win. Move on.

Winners?

They **revisit, re-nurture, re-follow-up—and re-close.**

Because just because someone didn't say yes today doesn't mean they won't tomorrow.

Your CRM is how you stay in their life without living in their inbox.

But I Don't Like Technology...

Then enjoy staying small.

This isn't about software.

It's about discipline.

Your CRM could be:

- A spreadsheet
- Keap, Constant Contact, or HubSpot
- Even a stack of index cards (if you're that old school—but you better **USE** them)

It doesn't matter what it is. What matters is that it's **used daily and religiously.**

Need Help Setting It Up?

At **Senior Care Marketing Max**, we've seen it all. Messy spreadsheets. Forgotten calls. Lost leads. Neglected referral sources.

We can help you:

- Pick a CRM that fits your agency.
- Set it up so it's simple and clear.
- Automate your follow-ups.
- Write nurturing email sequences.
- Train your team to **work the system like clockwork.**
- Use the CRM for **leads AND referral source management**—so you're never out of sight or out of mind.

And here's the best part:

We offer a CRM system built specifically for home care agencies.

This is not a generic tool you have to hack together. This is simple, powerful, and designed to help you track inquiries, manage referrals, follow up consistently, and convert more clients—without tech headaches.

It's **easy to use**, made just for home care, and built to support the exact sales and marketing process you're learning in this guide.

Because if your lead and referral handling is a mess, no amount of new traffic will save you.

This Week's Assignment:

- ✓ Choose a CRM (or dust off the one you already have)
- ✓ Commit: Every single lead and referral contact goes in—no exceptions
- ✓ Create three follow-up templates (email, text, call script)
- ✓ Set a time every day to review your pipeline
- ✓ Don't leave a lead or partner without a next step—ever

The agencies that grow?

They don't "try harder." They just **track better**.

This isn't about being fancy.

It's about being **relentlessly consistent**.

And your CRM is how you win the long game.

Next up: **Fueling the Fire—How to Keep Growing Without Burning Out.**

Because once the machine starts working, we're going to make it run smoother, faster, and longer.

Let's go.

CHAPTER 15: **YOUR WEEKLY WAR PLAN**

(Because winging it is for losers. Winners plan and execute.)

If you're waking up every Monday wondering "What should I be doing this week to grow my agency?"—you're already losing.

Let me break it to you straight:

You don't need a new idea. You need a damn plan.

A repeatable, focused, no-BS execution plan that moves the needle every single week.

This chapter is your war plan. The one that keeps your pipeline full, your brand visible, and your agency growing—without feeling like you're drowning.

Why Most Owners Stay Stuck

They get distracted.

They chase shiny objects.

They wait for inspiration.

They make to-do lists instead of making phone calls.

Let me tell you what works:

Ruthless repetition of the right actions.

You don't need 50 things. You need five things you do **every single week**, no matter what.

Because your growth doesn't come from what you *know*—it comes from what you do repeatedly.

The Weekly War Plan (Five Moves to Make Every Week)

1. Own Your Calendar

Start every Monday by blocking five hours for growth tasks.

Not admin. Not operations. Not "checking emails."

Client-getting time. Referral time. Follow-up time. Sales time.

Put it on your calendar. Treat it like surgery. No one reschedules surgery.

People who downloaded your guide but didn't call.

Pick up the damn phone.

"Hey, just wanted to follow up—are you still looking for care for your mom?"

That one call could turn into \$10,000 in lifetime revenue. And you were about to "circle back" in two weeks? Please.

2. Make Five Follow-Up Calls

Leads who didn't book. Referrals who went dark.

3. Visit One Referral Source in Person

Walk into a senior center, assisted living community, discharge planner's office, or elder law firm. Bring value, not brochures.

Show up. Smile. Say:

“Just stopping by to introduce myself and leave a resource. If you ever need a quick home care consult, I’m available.”

Then follow up with a thank-you email the next day.

That’s how you get remembered.

4. Post Two Pieces of Content on Social Media

Don’t overthink it. Just show up online.

- A caregiver spotlight
- A photo from an event
- A helpful tip
- A story from a family you helped
- A video of you explaining what makes your agency different

You don’t need 100 likes. You need to stay **visible** to the people watching quietly.

5. Review Your CRM and Set Next Steps

Every Friday, look at your CRM.

Who’s in the pipeline?

Who needs a follow-up?

Who did you forget?

Then assign a next action for **every single contact**.

If someone’s sitting in your CRM with no follow-up date, they’re already slipping away.

Bonus Move: Track the Score

Winners keep score.

How many calls did you make?

How many referrals did you touch?

How many assessments did you book?

No scoreboard? No improvement.

What gets measured gets better.

What doesn’t get measured dies quietly.



Why This Works

Because it forces **focus**.

You're not trying to do everything.
You're doing the few things that actually
generate revenue:

- Conversations
- Visibility
- Follow-up
- Relationship-building
- Offers to help

This plan takes **10–12 hours a week**, tops.
That's one day out of seven to build a six- or
seven-figure agency.

No excuses.



This Week's Assignment:

- ✓ Block five hours this week for pure business growth
- ✓ Make five follow-up calls
- ✓ Visit one referral source in person
- ✓ Post two things on social
- ✓ Review your CRM and set next actions
- ✓ Track your numbers—every week
- ✓ Repeat. Relentlessly.

You don't need more motivation. You need execution.

This plan works. If you work it.

The amateurs will talk about what they're going to do.

The pros?

They're already halfway through their follow-ups by the time you hit snooze.

So don't be a talker.

Be a closer.

CHAPTER 16:

STAYING CONSISTENT FOR THE LONG HAUL

You want to know the real secret to growing your agency?

It's not a new ad platform.

It's not a better business card.

It's not a “hack” or some magic funnel.

It's this: **doing the right things every damn week.**

Let me say that again so it sinks in:

The agencies that win are the ones who show up—week after week—doing the boring, high-value work everyone else avoids.

They don't skip follow-ups because “it's been a busy month.”

They don't ghost referral sources because “we're already full.”

They don't let their website, CRM, or social media collect dust.

They treat visibility, trust, and relationships like oxygen.

Because that's exactly what it is—**oxygen for your business.**

The Myth of Momentum

People get excited in Month 1.

They launch fast.

They post to Facebook.

They walk into a few assisted living communities.

They even get some business.

And then?

They stop.

Because they think momentum will carry them.

It won't.

Momentum doesn't carry you. **Consistency does.**

You want to know how the big dogs in your market got big?

They didn't do anything you haven't heard about in this book.

They just **kept doing it**—long after others quit.

What Consistency Looks Like

Consistency doesn't mean 100-hour weeks. It means **non-negotiables**.

It means you commit to a few small actions that get done **every single week**, no matter what.

You don't need 50 tactics. You need **five habits** that never get skipped.

Like this:

- Reach out to **one new referral source** every week
- Ask for **two new reviews** every week
- Publish **one piece of content** (blog, email, social post)
- Make **five follow-up calls or texts**
- Send **one email or message to your network** (even if it's just checking in)

That's 20–30 minutes a day.

That's a couple hours a week.

And that's how you **build a \$1M agency**—not in one shot, but one week at a time.

You're Building a Brand (Even If You Don't Realize It)

Every time someone sees your name, your face, your message—you're either earning trust... Or they're forgetting who you are.

There is no in-between.

The home care owners who crush it year after year aren't better marketers. They're just **better at staying visible**.

And they stay visible because they don't take "time off" from growing.

Your community needs you.

Families need to know you exist.

Caregivers need to believe you're the best agency to work for.

That doesn't happen with a flurry of activity once a quarter.

That happens when you're **there**—consistently.

Your Calendar Is More Important Than Your Logo

You know what actually builds your reputation?

- The **appointments** you don't reschedule
- The **calls** you actually return
- The **review requests** you actually send
- The **events** you consistently show up for

Not your font.

Not your tagline.

Not your clever domain name.

None of that matters if you're invisible.

So open your calendar.

Block 30 minutes a day for marketing.

And never cancel it.

Treat that time like your **next \$100K depends on it**. Because it does.



Final Word

Consistency isn't sexy.

It doesn't go viral.

It won't win you applause.

But it'll win you clients.

It'll earn you trust.

And it'll separate you from every other agency that fizzled out after a couple of good months.

You don't need to be perfect.

You just need to be **persistent**.

Every week.

Every month.

Every year.

Until one day, people say,
"Wow, you're everywhere."

And you'll smile and say,
"Damn right I am."

CONCLUSION:

YOU'RE NOT JUST IN HOME CARE—YOU'RE IN THE CLIENT-GETTING BUSINESS

Let's make something clear.

If you've made it this far, you're not like the others.

You're not sitting around waiting for the phone to ring.

You're not hiding behind paperwork and hoping a referral source will “remember you.”

You're not pretending that a logo and a license are enough to build a business.

You get it now.

You're in the **client-getting business**.

That means you wake up every day with one goal:

Get seen. Get trusted. Get hired.

And you now have the playbook to do just that.

Here's What You've Learned (And What Most Agencies Never Will)

- How to **dominate your market** without blowing your budget
- Why your **phone is the real close**—and how to convert like a pro
- That your **CRM is your war room**, not just a place to dump names
- How to use **offline marketing** the way winners do—hand-to-hand, face-to-face
- Why SEO and fancy branding can **wait** until you're making money
- How to run a **weekly war plan** that builds momentum one conversation at a time
- The secret to getting reviews consistently—**and why reviews are your trust engine**
- And why most of your competitors will never do any of this—because they're too “busy” being busy

You now have the edge.

You Don't Have to Do This Alone

At **Senior Care Marketing Max**, we work with home care agencies who are hungry to grow—especially in their first critical year.

We help new owners like you:

- Claim and optimize your **Google, Yelp, Facebook, and Bing** listings
- Help you **rank higher in the local Google Map section** (where the most trusted agencies show up)
- Build a **simple, high-converting website** (not a digital art piece)
- Run **Google Ads** the right way—tight geography, smart keywords, actual results
- Manage your **social media presence** with real, human content
- Implement a **home-care-specific CRM** so you never drop a lead or a referral
- Train your team to **convert phone calls into assessments**
- Create **nurturing emails, downloadable guides, and campaigns** that actually move people to act
- Use our **30-Second Feedback Tool** to make asking for reviews simple, fast, and repeatable

Ready for Year Two and Beyond?

Once your foundation is solid and your revenue is flowing, we help growth-minded agencies expand their reach and dominate their local market with:

- **SEO** (Search Engine Optimization) to bring in long-term, high-intent traffic
- **Facebook and Instagram Ads** to reach targeted families and referral partners
- **Retargeting Campaigns** so you stay top-of-mind with everyone who's visited your website
- **YouTube Ads** with trust-building video content
- **Google Display Ads** to follow families around the web
- **Email and SMS automation** to nurture leads until they're ready to book care

This is the part most agencies never get to—because they never build the systems to support it.

You will.

Because you're not here to dabble.

You're here to build something that **lasts**.

So Now What?

You've got two options:

Option 1: Close this guide and go back to “winging it.” Keep guessing. Keep dabbling. Keep wondering why the growth isn't happening.

Or...

Option 2: Commit to the system. Pick your plan. Work the steps. And if you want a partner in the trenches—**call us**.

We'll help you stop guessing.

We'll help you stop wasting.

We'll help you **build a real business**—one that gets the calls, wins the trust, and keeps growing month after month.

You don't need to do everything. You just need to do the **right things—consistently**.

We're here to help with that.

Now go out there and **get some damn clients**.

Let's build something great.

What to Do Next

If you're ready to stop guessing and start growing, we're here to help.

Visit SeniorCareMarketingMax.com or call us at **(888) 383-2848** to speak with a Digital Marketing Consultant.

We'll help you put together a personalized game plan based on exactly where you are and where you want to go.

No pressure. Just clarity.

Let's take the next step—**together**.



WELTON HONG

FOUNDER & CEO



You can reach us at **info@ringringmarketing.com**
or toll-free at **(888) 383-2848**

