



The Adult Family Home Marketing Roadmap

*How To Attract, Impress, And Close More Private Pay Residents,
Even If You're Not A Marketer.*

Workshop Recap and Implementation Workbook

By Joseph Spada

© Copyright Notice 2015 Joseph Spada

All rights reserved. No part of this publication may be reproduced, distributed, shared or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the author.

Earning Disclaimer

Nothing presented here is a promise or a guarantee of earnings. Your level of success in obtaining similar results is dependent upon a number of factors including your skill, knowledge, ability, dedication, and business savvy and financial situation. Because these factors differ according to individuals, we cannot guarantee your success or your ability to earn more revenues. You alone are responsible for your actions and results in your life and business.

Module #1: Your Millionaire Mindset

Is your mindset about what marketing is, and your marketing approach supporting you to achieve the results and success you seek?

Key principles:

- We most like doing business with people that we know, like, and trust.
- We are moving away from a transaction-based economy and into a relationship-based economy. When you focus on building relationships with your potential ideal customers, you'll be creating a consistent flow of prospects, and gain the opportunity to become their trusted adviser.
- Education based marketing is one of the most effective way to achieve this in today's economy. Help to educate your ideal customer in solving the challenges he is facing is one of the most effective ways to become a go-to authority and a trusted advisor in their eyes.

Two Marketing approaches: Branding and direct response

Branding has to do with getting your name in front of as many people as possible. Traditionally, branding is very expensive and not that effective in getting potential prospects to take action and call you. Typically, it's like having an ad in a publication that sits somewhere passively, and nobody acts upon.

Direct response, on the other hand, involves getting a clear message in front of your prospective ideal customers and triggering them to act and respond to your offer. Direct response is vastly more effective in getting your prospective customers to take action. This allows you to capture their information and build a relationship that will allow you to become better known, liked and trusted.

Module #2: Your Marketing Foundation

In order to achieve the greatest possible level of marketing success, it's critical to spend some time building a solid foundation. Doing this allows you to accomplish several important things;

1. Better understand who your ideal customer is and what he truly wants,
2. Develop and craft a clear message that speaks directly to your ideal customer in a personal and compelling manner
3. Position yourself as an expert in your field
4. Become a go-to expert

Develop your customer avatar

If you lack clarity about what your prospect needs and wants, it's very hard to attract them.

Knowing exactly who your ideal customer is, the challenges he is facing and what is his greatest desired outcome is, as well as his fears, worries and frustrations allows you to craft your message and offering in a way that leads them to "self select," to say, "*yes! You and your service is exactly what I was looking for...*"

Create your Customer Avatar by answering the following questions

1. My ideal and best client is...
2. His greatest desired outcome is...
3. His concerns, fears and worries are...
4. The greatest challenge he faces is...
5. What's most important to him?

Develop an avatar for each of your target audiences.

For example, in building networking relationships with other adult family home providers, you'll want to answer the same questions about them.

Expert Positioning – The 10x10x1 Formula

One of the fastest way to position yourself as an expert is to answer questions your ideal customer has.

1. **Start by answering the top ten frequently asked questions (FAQ)** your potential customers have about you and what you do.
 - a. Example of a typical FAQ: *“What kind of activities do you provide?”* or, *“how often do you shower residents here?”*
 - b. Write your top ten FAQ in the space below (or use a blank sheet).
2. **Now, answer ten questions your potential buyer “should-ask” (SAQ) if they knew what you know** as an expert in long-term care. This set of questions sets you apart from others.
 - a. Example of a SAQ: *“What are the BEST activities to improve participation and the quality of life for a senior with dementia?”* OR, *“How to determine the most beneficial showering schedule for a given individual.”*
 - b. These are going to be the important knowledge and know-how expertise that differentiates you from your competition.
 - c. Write your top ten SAQ.
3. **Create a call-to-action (CTA)**
 - a. Ideally, you'll offer a prospect who's visiting your website a way to get this valuable information by opting-in to your list in exchange for your specialized knowledge. Once on your list, you can stay in touch and develop a relationship with them. That positions you as their first option whenever they are ready to take the next step.
 - b. Your CTA can be something like:
 - c. *“I just wrote 10 tips on how to [find excellent care for your elderly loved one / prevent falls / redirect a confused resident / etc.]. All you have to do is signup to get this free report (or white-paper, videos, presentation, etc.) and I'll email it to you right away.”*

What are the top 10 questions you are asked most frequently?

1

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

What are 10 questions they SHOULD ask?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

What is your call to action?

- 1

Your Conversion Story Formula

Sharing certain aspects of your personal story is a powerful way to create a more authentic and deeper connection with your audience, with your prospective buyer. It gives them something meaningful to relate to and helps them connect with something bigger than simply “receiving care...”

Essentially, you’re answering this question: WHY are you in this business?

It’s a common myth - and exaggerated by the media - that “some people are in it just for the money...” so it does make a difference to assert what your WHY is.

Write your conversion story narrative by answering these questions

1. What was your struggle (or inspiration) with long-term care?
2. What were your pain points? Or something you didn't like and wanted to improve?
3. Defined THE moment when you had a breakthrough... what went through your mind?
4. What was YOUR answer or solution?
5. What is the outcome that you have now created?

Make it inspirational, something that your customer aspires to. Keep it short and on point, and only keep the key elements. Edit out anything that doesn't support your main point.

Here is Joseph's as an example.

"I arrived in Seattle broke and destitute at 25 years old; I knew only one person, and barely spoke English.

When I got my first job in a local nursing home earning minimum wage, it broke my heart. Especially having learned geriatric care in a Swiss University Hospital.

There where far too many residents and very little staff, all of which were overworked, underpaid, unappreciated and stressed. Even the nurses in charge!

So I eventually went to the administrator to plead my case for improvements. Although he kindly listened, he did nothing. Sadly, his priorities were not staff or residents.

That's when I realized I had to start my own senior care home so that I could give my residents the loving care and attention I felt they truly deserved.

So I designed the program from the ground up, following Swizz standards, to include well-trained and well paid staff who help provide outstanding care, excellent meals, and a sense of belonging to truly make a difference in the residents' lives.

Since, over 120 residents have enjoyed vastly more meaningful and safer lives in our beautiful care homes, no matter how frail they are.”

Craft Your Expert Statement

This is so much more than an elevator pitch. When you craft your expert statement following this proven formula, you'll stand out as unique and more compelling, and it will make your value instantly more clear and attractive to your ideal customers while repelling others. Remember that clarity captivates people; a confused prospect rarely takes action to move forward and seldom buys.

Based on what you learned about your customer avatar, create your expert statement by answering the following five questions;

1. My name is [your name]
2. I Help [your ideal customer]
3. Do, get, have, [main benefit your ideal customer wants]
4. So they can [desired outcome your ideal customer is looking for]
5. Even if [biggest objection your ideal customer has]

Features, advantages and benefits

Features tell, emotions sell. When you give people a lot of information they will ponder that information. But when you get them to feel, they will be moved to act. Make sure you understand the difference so that you can write more compelling marketing materials by sharing benefits, not just features.

- A feature: that's the actual item or service. What it is.
- An advantage: an explanation of what the future does.
- A benefit: that's the ultimate result or outcome the future offers.

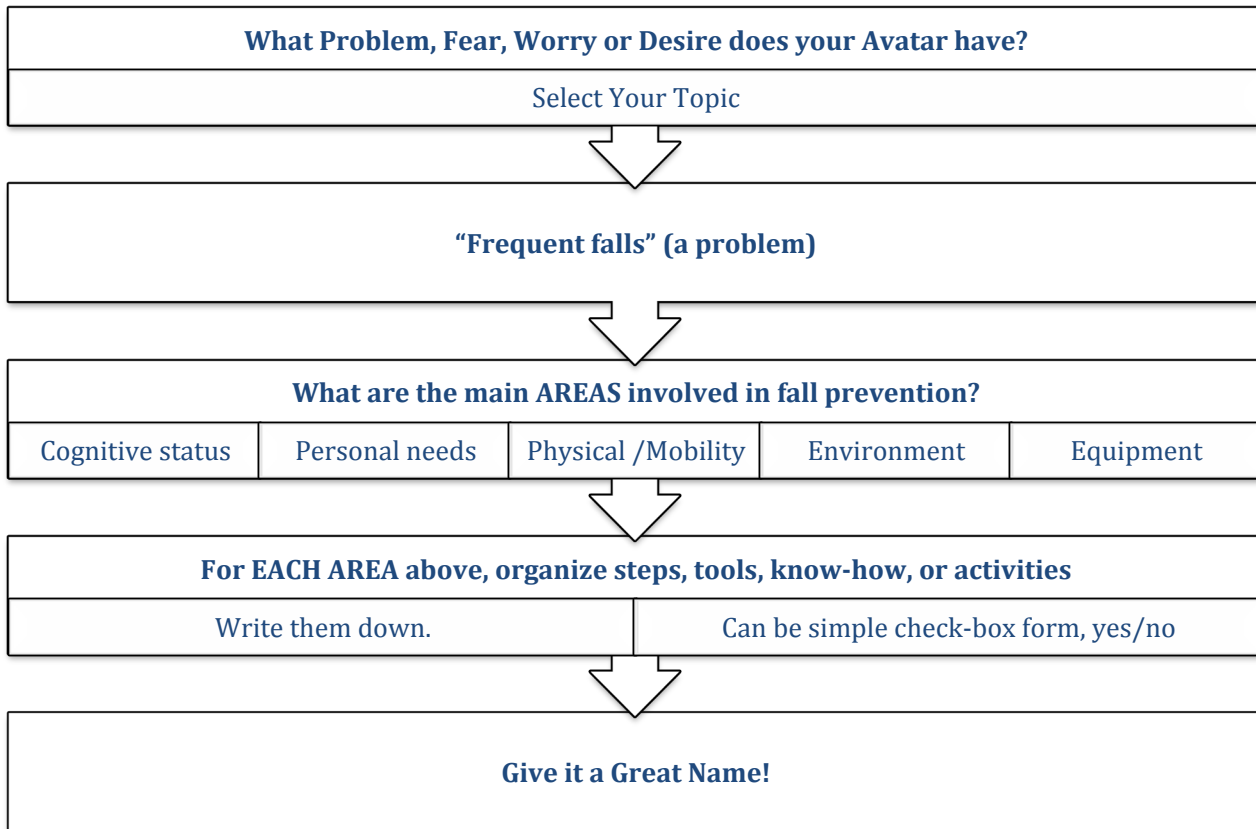
Example

- **The feature:** RN owned and operated
- **The advantage of this feature:** Trained to pick up health issues early, quickly determine possible cause so you get treatment started right away.
- **The ultimate benefit - an emotional hot button:** This way, you won't have to drag your 93 year-old mom to the ER or doctor's office and have her wait in a long line!

Create Your Programs

Creating quality programs that you can offer to your prospects is essential in helping you to take something seemingly mundane, and transform that into a much more valuable and a highly desirable service that your prospects desires, and is willing to pay a premium for.

Here is my Program Creation Blueprint. Follow this blueprint to create as many programs as you wish.



Make certain that you name your programs based on services your prospective clients highly desire, programs that help solve the care and well-being challenges they’re facing.

Five Power Words you can use to name your programs:

1. Technique
2. System
3. Method
4. Process
5. Program

Once your programs are created, learn to summarize and package them to sell. Do so by following my 4-Step Program Naming Method.

- 1. What’s your program name?**
 - a. *Advanced fall prevention program.*
- 2. Who is it for?**
 - a. *Seniors who have a history of falls, with or without injuries, and would like to decrease the frequency of falls.*
- 3. What does it do?**

- a. *Helps decrease falls, minimizes the potential for injuries and traumatic hospital admissions.*

4. Where are the main benefits or results you can expect from it?

- a. *Although it is not possible to prevent falls and injuries entirely, our program will decrease the likelihood and frequency of falls, as well as the potential for injury.*

Module #3: Generate Leads

The vast majority of senior placement services and providers compete for the same modest segment of prospects that are in need of quick placement. While you do not want to ignore that segment, you can focus on building relationships with the vastly larger segment of other prospective residents who are open to your solution, but not in dire need to move immediately.

Doing so is the real secret that allows you to build a pipeline of steady calls and inquiries so that when you do have an opening, it can be filled quickly.

Focus on the following 10 sources of leads

1. Current residents
2. Past residents
3. Medical professionals
4. Neighbors
5. Adult family home providers
6. Senior placement services
7. Friends and family
8. Social media
9. Online directories
10. Advertisement

Here are 9 subtypes of professionals

1. Visiting Nurses
2. Geriatricians
3. Social Workers
4. Geriatric Care Managers
5. Urgent Care Clinics
6. Elder Law Attorneys
7. Estate Planning Attorneys
8. RN Assessors and Delegators
9. Guardians / guardianship services

Your main objectives are as follow:

1. Meet them, get yourself front of them
2. Capture their name and email address
3. Add them to your list (use the Excel spreadsheet provided, unless you use an online list management service).
4. Send your list regular communications to stay fresh in their minds.

What should you tell them?

This is my own list of topics that I draw ideas from to share with my list. I found the most effective way to communicate is via email and/or printed newsletters.

1. Stories of success and transformation
2. New programs or features
3. Improvement updates
4. Celebrations and events
5. Interesting articles or new research on topics of interest
6. Something exciting I just learned
7. Specialized tips
8. Vacancy status

Remember; the bigger your list is, the more leads you will get. If your phone is not ringing enough, focus on this module!

Module #4: Show And Tell

You never get a second chance to make a first impression! I know this is common sense and sounds very basic, but I'm always amazed at how many providers do not pay attention to these basic ideas, and do not apply common sense.

Improving your ability to achieve the objectives in this module will greatly increase your conversion potential, meaning, of larger percentage of prospects will buy from you.

Prepare to wow and impress your prospects.

Eight critical areas to improve your environment

1. Improve your curb appeal
2. Clean your house
3. Remove carpets and rugs as much as possible
4. Pay attention to smells
5. Have bright lights
6. Set a light and happy mood; carefully selected music works great
7. Remove clutter
8. Always stage your rooms

Train your staff

1. Meet and greet, don't shadow
2. Shake hands, smile, and welcome visitors in home.
3. Come back a few minutes later and offer something to drink
4. During the tour, staff actively engages with residents
5. Have staff say goodbye and teach them my favorite script; "thanks for visiting, we'd love to take care of your parents and we'll do an outstanding job for you!"

Prepare your current residents

1. Up and around (as much as possible)
2. Clean, well-dressed, and well groomed
3. Introduce them to visitors (whenever appropriate)
4. Engage them in some form of activity with staff

The actual tour

Your aim is to make their first impression "feel" as positive as possible.

1. **Be genuinely curious:** ask specific questions to uncover their fears, challenges, and worries, as well as their hopes and greatest desired outcome, both for themselves and for their parent.
2. **Write these items down!**
3. **Use my "Problem Match Technique"**
 - a. That is, which of your programs will specifically solve her problem(s), ease her worries, or produce her desired outcome?
 - b. Here is a script I often use; *"based on what you've told me so far, she would really benefit from our Advanced Fall Prevention Program; her strength and balance will improve, her risk of falling will decrease, and the potential for injury will be reduced. I'm confident she will really benefit from it because it was designed to help people just like her..."*

Nine of the biggest touring mistakes providers make that result in low sales conversion.

1. They don't know their avatar and don't ask questions to uncover their true needs, concerns, and desires.
2. They talk too much about themselves, and not enough about their prospect
3. There are no residents around, or worse, they are mindlessly watching television.
4. There is no staff around, or worse, they're on the phone speaking in a different language!
5. They show irrelevant options such as storage space, kitchen pantry or an office.
 - a. Focus on showing spaces that your prospects will use and enjoy. Spend time there.
6. Crowded spaces and it's hard to get around.
7. They show empty and un-staged rooms.
8. They offer nothing in writing and have unprofessional-looking promotional materials.

9. Their pricing structure is vague and does not inspire confidence or professionalism.

Module #5 - Sell And Close

Here are six highly effective principles in creating an eager buyer. Also remember that your prospect is very likely stressed and overwhelmed, and chances are they know very little about long-term care. In order to close more deals, make it easy for them to say, “yes” by holding that intention and keeping everything simple.

1. **Scarcity**
 - a. *There's only one room available...*
2. **Competition**
 - a. *Someone else just looked at it, or they're coming tomorrow...*
3. **Opportunity**
 - a. *You'll have access to our exclusive programs and know-how...*
4. **Time pressure**
 - a. *Another prospect wants me to visit their mom at the nursing home tomorrow afternoon...*
5. **Discount ends**
 - a. *Right now, we're offering incontinent briefs at no extra charge for 6 months. This ends Sunday...*
6. **Guarantee or risk reversal**
 - a. *We're confident you're going to love it here... if for any reason you don't, you can move out within the first 30 days; we'll refund your money and cover the cost of your residency. You simply can't lose.*

How to talk about money

Before just blurting out a price quote, give yourself the opportunity to BUILD VALUE first. You can easily do so by going over all the valuable services and programs they will receive when they do business with you. Once you have gone through [the long list of] everything they'll get, and explained that there is no risk, share a narrow price quote.

1. *“I'd be happy to give a price quote, but I need a couple minutes to explain what's included, do you want to take a moment now (or should we talk on the phone later today)?”*
2. Say, *“based on what you've told me so far, s/he will greatly benefit from participating in the following programs...”* briefly explain which programs and their associated benefits.
3. Explain what else is included in the price. Be detailed enough and include things like medication management and re-ordering, all the amenities, all the programs, sundry items, meals and snacks, TV hookups, Wi-Fi, reusable incontinence pads, newspaper, painting an accent wall, etc. Be ready with your list of offerings, a checklist really helps!
4. Give a price quote, and qualify it by giving some perspective, compare it to something they can understand.

- a. *“Your rate would be between \$190 and \$203 per day” and say something like, “that would only get you about 8 hours of care at home...” or, “that comes to about \$8.40 per hour... it’s amazing value and hard to beat!”*

Module #6 – Track Your Success

Here are five key metrics to track your performance so that you know exactly where to make adjustments and focus your efforts.

1. How many leads per week (or per month)?
 - a. Categorize every call you get, for example; not a match / good match, just curious, needs help now, etc.
2. Lead source
 - a. How did they find you?
 - b. Who referred them?
 - c. If they searched online, ask what search terms they used.
3. How many of those calls converted to a tour?
4. How many of your tours converted into buyers?
5. Where did they move in? And WHY? Always ask them what made them chose as they did.

What to do when you are full, or can’t accommodate a prospect

Lastly, whenever I get someone I can’t help, I offer to help by referring them to another provider I trust. You’ll need to have your networking relationships set up before hand in order to do this in a professional manner. Here is what I do.

1. I ask the prospect if s/he wants this support.
2. I explain there is no cost to them, or referral fee paid to me.
3. I let them know we need 15 minutes complete an intake form. I share the benefits of using my intake form.
4. I give them the name and number of two fellow providers, especially those who I know have an opening.
5. I fax those providers the completed intake sheet
6. I follow up with the prospect and provider(s) see how they are progressing.

Do you need to be a referral service to do this?

No, not if you do not charge a placement fee.

Should you do this for free?

That’s what I do. It helps everyone and cuts down on referral expenses for you and your fellow providers. It promotes good will and removes any conflicting interests relative to the prospective resident.