



Create Anticipation

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Founder of the Professional Carers Network



So you are very nearly ready to launch
your business!

Well done you!!

But first....



Let's create some supporters

Let's create anticipation



Anticipation Post

So I'm looking for some feedback as to whether becoming a private independent carer is a good idea?
Only an idea at this stage, just looking into it. My question is, do we think there is a need for it?

So my work experience is from a care background and have supported people with learning disabilities, mental health, physical disabilities and older people. So I've a good knowledge of the needs of some folk and I'm great at listening and solving problems, so can soon help with the needs I haven't encountered yet.

I have relevant qualifications (social work degree, level 3 in health and social care and first aid), and I would get insurance and a full DBS.

It would appeal to people and their relatives who don't want to be squished into a standard care package and would want the reliability of the same person. It would truly be a person centred service so anything from help with shopping, hospital appointments to personal care and days out would be offered. Is this a service people might use do we think?

Thanks x





The real magic of this post is..

Sows the seeds in people's minds about our service.

It gave us an idea of what service was needed in our area

We responded to every comment, which helps show the post to more people.

We thanked people for their input.

We then added to the post, that we will do it then as there is definitely a need.

People felt like they had contributed to the creation of this idea which gave us supporters straight away

It also meant we could advertise in the facebook group as a business!





Task:

Ask your 'market research question' in the local
community facebook groups

Respond to every comment

Be polite





Task:

Add to the comments that you are going for it!

Thank you so much to everyone that has took the time to respond, your input has been so helpful! So I've made a decision....I'm going to go for it! So exciting! Thank you again so much for the inspiration and the encouragement. I'll let you all know once my care service is up and running! It's scary but exciting at the same time! I can't wait!

