



Create Your Leaflet

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Self-Employed Carer Coach

Founder of the Professional Carers Network





6 key points you need on your leaflet:

- Your business name (and logo if you have one)
- Your business tag line / short description of what you
- The location you cover
- Services you deliver
- Contact details
- Professional Carers Network registered member badge





1. Your Business Name and Logo

You don't necessarily need a logo, but if you choose to have one then make sure you include it in your leaflet so that your branding is consistent.

Your business name needs to be at the top and very clear to see.





2. Tag Line/Short Description

A short sentence or two just saying what it is your business does and the purpose of your service.

For example:

'offering high quality bespoke packages of care provided by a self employed carer, to help you stay in your own home'

"offering bespoke care packages enabling you to live independently in your own home"





3. The Location You Cover

The area you will work, this is VERY important.

Say 'serving name of place and the surrounding areas'

Remember the 15 minute rule






4. The Services You Deliver

Bullet point 8-10 main services you offer.

In the previous lesson, Decide What Services You Will Provide, you highlighted 10 main services you will provide, use this list to go on your leaflet.





5. Your Contact Details

Let people know how to get in touch, include phone number and email.

Put this in LARGE on the back too!



BUSINESS NAME

SERVING ..YOUR AREA




WHO WE ARE?


We are Maria and Cheryl and we are self employed carers. When you use our service there will only ever be Maria or Cheryl that comes and helps you. So you don't have to worry who is coming through your door you will always know who it is!


WHAT WE DO?

We provide high quality bespoke care for people living in their own homes. We can tailor your care package to meet your needs and your wants! We provide a flexible service so can accomodate anything from daily visits to days out.

CALL YOUR NAME FOR MORE INFO

 **123-456-7890**

 your email

 your facebook handle



SERVICES WE OFFER

- Days Out
- Companionship
- Running Errands
- Health Appointments
- Pet Care
- Personal Care
- Medication Support
- Home Cooked Meals
- Domestic Support
- Respite



We are proud to be a
Dementia Friend.



**PROFESSIONAL
CARERS
NETWORK**
Championing Self Employed Carers

Registered Member

Your name
Your phone
number

6. The Professional Carers Member Badge

You can add the Professional Carers Network registered member badge to your leaflet if you like:

to show you are a registered member

and as such have access to help, advice, training so you are more than just a one woman/man band.

Adds credibility!



Dementia Friends Logo

If you have done your dementia friends training, add their logo on too!

Appeals to people needing support with dementia.

Adds credibility.






Other considerations:

Do not spend any longer than 24 hours creating this!

Do not procrastinate or over perfect! It really is just something to hand out and gain business from.

Images: if using an image use a picture of yourself, not a generic one off the internet showing care

Easy to read writing





To make it super easy for you...



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**PROFESSIONAL
CARERS
NETWORK**
Championing Self Employed Carers

Registered Member

*Business
Name*

Logo

serving..(the area you work) and surrounding areas

Short description of your business

.....

*Bullet points of what you
offer*

-
-
-
-

*Bullet points of what you
offer*

-
-
-
-

*Speak to your name to create
your bespoke care package
contact phone number
email address*



**PROFESSIONAL
CARERS
NETWORK**
Championing Self Employed Carers

Registered Member

BUSINESS NAME



Serving the area
you work



Offering high quality flexible care packages delivered
by Maria, your self employed carer.

Enabling you to live independently in your own home.

SERVICES :

- | | |
|---|---|
| ✓ Home Health Care | ✓ Home Health Care |
| ✓ Home Maintenance Services | ✓ Home Maintenance Services |
| ✓ Home Care Assistance with Medications | ✓ Home Care Assistance with Medications |

SPEAK TO MARIA TO ARRANGE YOUR BESPOKE CARE PACAKAGE



123-456-7890



your email address



**PROFESSIONAL
CARERS
NETWORK**
Championing Self Employed Carers

Registered Member

- | | |
|------------------------|------------------------------|
| • FULLY INSURED | • REFERENCES AVAILABLE |
| • SELF EMPLOYED | • 10 + YEARS CARE EXPERIENCE |
| • ENHANCED DBS CHECKED | |
| • UP TO DATE TRAINED | |

Business Name

SERVING THE AREA YOU WORK

Offering high quality bespoke care
packages to individuals who wish to stay
living in their own homes

- | | |
|------------|------------|
| • services | • services |
| • you | • you |
| • offer | • offer |
| • | • |
| • | • |

SPEAK TO YOUR NAME TO CREATE YOUR
BESPOKE SUPPORT PACKAGE

PHONE NUMBER
EMAIL



Task:

Create Your Leaflet!

