



Marketing! Gain Traction On Social Media

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Recaps:


- Created your business page - including a pic of you, your leaflet and an intro post.
 - Posted an anticipation/market research post
 - Posted a launch post
 - Shared these in the 'dog poo complaining' groups!
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Build a Mini Audience


- Post something every day for a week to make sure you reach people
- Share these posts in local community groups.

NB. DO NOT post any pictures or details of the people you are supporting! Even if they say it is ok to do so, I would advise against this as it's not very professional and it will put people off using your service. Remember to maintain confidentiality so never share any details of the people you support or their families.





Post ideas

1. Post a photo of yourself and tell people about your new adventure of becoming a self employed carer.
 2. Post a photo of your leaflet letting people see what services you offer.
 3. Post a photo of you and tell people about your USP of your business and what makes you the best care service around!
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Post ideas

4. Post a photo of you and tell people how you have just finished an introductory visit and can't wait to start working with that family.

5. Post a photo of the front cover of your diary and tell people how you are booking up fast and only have a few spaces left!



Post ideas

6. Post a photo of the Professional Carers Network logo and tell them about it!


I am a registered member of the Professional Carers Network, which means I am able to keep my training up to date, access support and be fully insured. I love being part of the Professional Carers Network, knowing I am part of their mission to Improve Care For All makes me very proud.





Post ideas

7. Post a photo of a Thank You picture and thank people for helping spread the word both on social media and word of mouth. Your support means the world to me!





More post ideas

Break each USP down to individual points..


One thing that makes my care service different from standard care companies, is the fact that it will only ever be me that walks through your door. I realised how important this was when my Grandad went down the route of having traditional carers come over to help with Grandma.

I always remember my grandad cancelling his carers as 'I never knew who it was' 'I couldn't remember their names' in fact he actually gave up even asking their names!

The high turn over of staff, the big team to cover a wide area, and the constant change of face, was just too much. It meant that they never even knew who it was coming to help them, let alone had a chance to build a relationship with them. It made the care thing very impersonal and transactional. Not how care should be.

So this is one of the reasons why I am a one man band, because I want to be able to provide the best care to my clients and build a relationship with them. Then truly person centred care can be delivered.

Send me a DM if you need a helping hand or know someone that does!





More post ideas


One thing I hate about 'traditional care companies' is the quick pop in and out visits!

We've all heard of the carer that only has time to make a quick brew and a butty for someone and then leave. Barely being there for 10 minutes, not even close to the 30 minutes or the hour the person was expecting to see someone for.

But why do some carers do this?

Because they are told to by their boss! The care company have massive overheads, massive workloads, no time allocated to traveling and it's only the carer on the ground that actually brings the income in. That carer provides a service and the 'care money' then gets distributed across the entire company, so the carer has to see many many people for the service to have enough income coming in to just keep a float. It is a bad business model really. And as always, it is the carer aka the person on the ground floor that works the hardest but gets the least!

That's why self employed caring is fab! Because the massive overheads aren't there. It means you can see less people, it means you can provide care without compromise, it means you can deliver care how it should be delivered! In this day and age, people expect a high quality of service, and anything less is just not good enough. I believe it's time to rethink how care is delivered, and I am very proud to be part of the solution and be able to deliver high quality care to my lovely customers.





More post ideas

So a question I get asked a lot as a self employed carer is this, 'what type of things do you do?', well this is where using a self employed carer is amazing..I can do anything needed. Or actually more accurately, not just needed, anything wanted or wished too.

Because unlike traditional care companies I am not restricted by just having to meet needs. I am also not restricted by a companies silly policies and procedures either. So I can change light bulbs, I won't just leave you sat in the dark because my company says I am not allowed to change lightbulbs as it's too risky!

I can pop to the shop for you, with or without you. I can help you have a shower, I can make you a nice home cooked meal, I can sort your meds out, I can take you to the doctors, I can even walk your dog with or without, I can take you out for lunch, we can even swing by and pick your friend up on the way to go with us, I can take you to dominoes, I can sort the laundry out, I can flick the Hoover round the living room.

Everyone's needs, wishes and wants are different. I LOVE being able to help fulfil those needs, wishes and wants by providing a high quality bespoke care service.

I'm always happy to chat and see how I can help your family, send me a DM to discuss your needs, wants and wishes!

