




Marketing! Get Clear On What You Offer

– Maria Tomlinson

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Founder of the Professional Carers Network



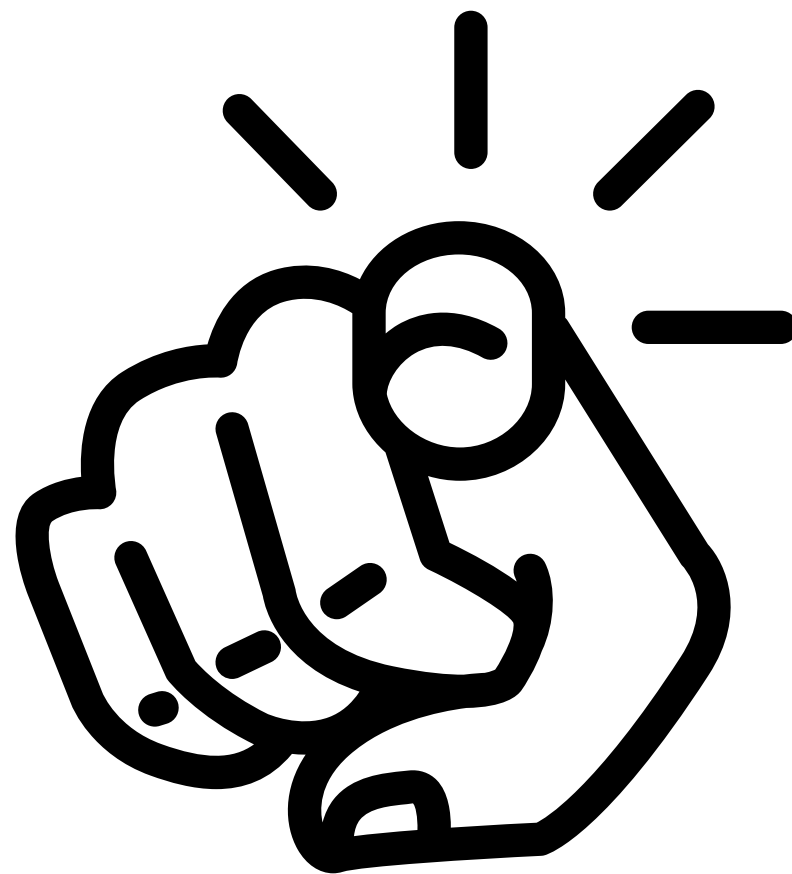


Who is the best person to
advertise your service?





you



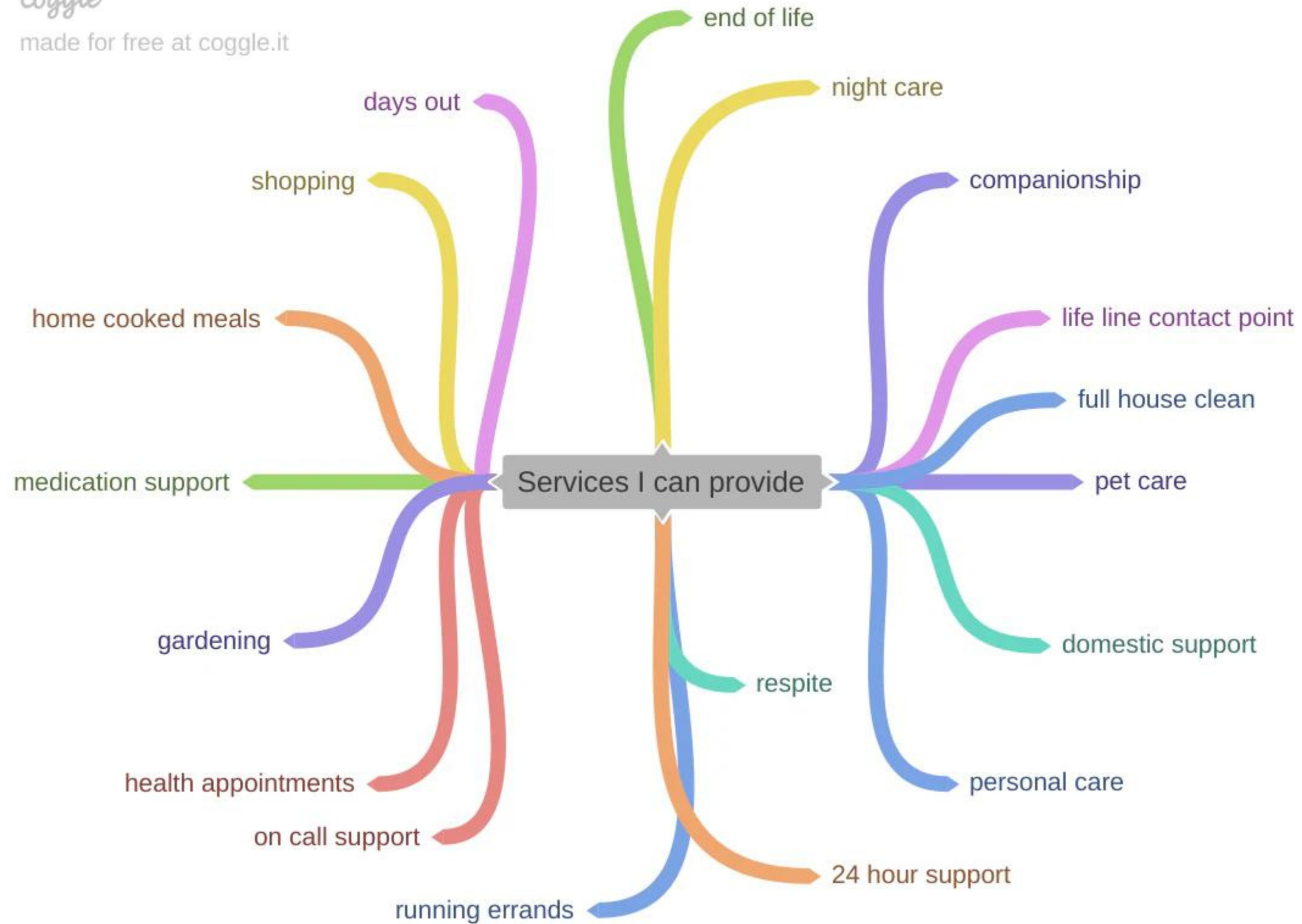


To be really clear you need to know:

1. The services you provide
 2. Your WSPs
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Task:

Know the answer to this question:

What type of things do you
help people with?






To answer, give examples:



'helping someone to shower, making lunch, walking their dog, going shopping with or without the person, sort out the laundry, etc. Whatever needs doing, we do it'



Note well:

- This is a question you will get asked a lot.
 - Often it is a seeking question
 - I always end the answer with 'whatever needs doing, we do it'
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Your USPs



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- Unlike other care services we don't charge for mileage to get to you.
 - Unlike other care services we don't take travel time out of your booked slot, if you want an hour you get an hour, if not longer!
 - We don't do anything shorter than a 30 minute visit as you can't build a relationship in a quick pop in and out visit.
 - We do anything you need, so not just care, walk the dog, put the washer on, make lunch, pick up you meds from the chemist, pop to the shop, take you to the shop, go out for coffee, whatever you would like.
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- And it will only ever just be me (and partner if you have one), so you don't need to learn a million different names or worry about who's coming through your door, it will just be me/us.
 - And we will come when you want us too, not just turn up when it suits us, so you know when to expect us.
 - We can be flexible to suit your needs.
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Let them see why you are the best..

It doesn't always come very naturally talking about yourself, and especially why you are great at what you do.

You need to learn to get comfortable with promoting yourself.

Give examples as to why your service is better than others, but don't say 'we are the best', 'we are better because'.

Just give reasons why you are different to other care services and the person you are talking to can make the leap of thinking that makes you better.


eg. Unlike other care services we don't take travel time out of our slot. If they book an hour they get an hour, often normally longer!





Task:

Talk to the mirror, record into you phone,
practice in the shower... learn your USP points
so you know what makes you better than other
services!





Remember

Remember you are the business.

You are the service.

You are the person they would be dealing with.

So at all times be nice, be kind, be polite and be professional.

**You only ever get one chance to make a first impression, make
sure it is a good one!**

