



# *Specialising*

– Maria Tomlinson

Self-Employed Carer Coach

Founder of the Professional Carers Network





# Different Ways To Build Your Reputation

## **Specialising**

Another way to build your reputation is too specialise in one particular field of care.

So you are going deep into one area rather than variety.





# Areas to Specialise in:

Day care or respite with people with:

- autism,
- dementia,
- learning disabilities,
- complex needs
- people who are deaf
- MS

Or specialise in working with elderly couples who want to stay together in their own home.

Live In care

End Of Life care






# *Riches in the Niches!*

By choosing to focus on one niche market, you will build a reputation for working well with those people with that particular need.


You can then target services and people that serve that population, to gain more work and/or further your skill set by taking additional training and qualifications.





*For example:*

Dementia Specialist:

- become a dementia friend
  - hold a fund raising activity for the alzheimers society
  - take a dementia qualification
  - further reading around dementia to improve your knowledge
  - find groups where you could attend with people you support who have dementia
  - ask some local knitters to create some fiddle blankets
  - find peaceful places where you can take someone to sit and relax, such as a good bench by the river or a sheltered spot at the beach
  - find a place where they can connect with animals such as a petting farm (this won't suit every person!)
  - if the person has a particular interest, find a way they can connect with that interest.
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# A Way To Stand Out


Target your advertising to cater for the particular niche

Helps you to stand out from what everyone else is doing

You can become the go to person for working with people in that particular field.

It gives you a chance to really gain lots of knowledge around one particular subject too.

For families that are new to health problems and conditions, working with someone that is very knowledgeable and can guide them into what is needed and when, can be extremely helpful.






# Don't Burn Out

Working with people with dementia or autism all day, can be fabulously rewarding but also extremely tiring, mentally tiring mainly.

A lot of repetition, the same stories will be listened too, the same places will be visited, the same jokes told.

Always best to go with the flow and just follow their lead, so you will end up saying the same things too, again and again.

Which is absolutely fine for one or two afternoons a week. But increase that to a potential 6 days a week. It may get too much.






# The Accidental Specialist!

Working with someone  
who has a particular need  
and you do a good job.

So you go and work  
with that family  
too.

Family recommends you  
to someone else to help  
with the same issue  
they are dealing with.

And before you know it, the majority of your clients all have  
the same/similar issue. So it may happen organically for you  
anyhow!







*Task:*

Consider if you would like to Specialise?

