



The Hard Part!

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The Hard Part....

Ok so by now you have:

- posted on social media platforms,
- you have put leaflets around the local community,
- you have door to door leaflet dropped in select areas,
- you have contacted local newspapers
- and you have been mentioned in local newsletters.

Now for the hard bit, you wait!






Why Do We Wait?

- You only have a select amount of people you will be able to serve
- You don't want to keep turning people away.
- It is THE HARDEST thing to have to say to someone 'sorry we can't help you as we are full'.

So you need to just give it some time and see what comes your way.

When an enquiry does come, ask 'where did you hear about us?'

Do more of what works and less of what doesn't!





What if people are not getting in touch?

Two possible issues:

1. Your Messaging Is Wrong

Are you explaining what your business is well?

Are you explaining why you are different to standard care companies?

Are you being nice when people ask you questions?

Are you presenting yourself as happy to help at all times so to speak?





What if people are not getting in touch?

Two possible issues:

2. You simply haven't reached enough potential people

In Being Fully Booked we look at even more strategies to gain work. So implement a few of them!





Remember...

You only need to get that first job and do a really great job, and people will start to recommend you!





Task:

Analyse your marketing efforts.

Do more of what works and less of what doesn't!

