





Get Clear On The Details:
The Location You Serve



– Maria Tomlinson

Self-Employed Carer Coach

Founder of the Professional Carers Network



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- The closer together you can have your visits the easier and more cost effective it is.
 - We started out with a rule of 'we will go anywhere within a 15 minute drive time from our house'. This allowed us to reach our local town and surrounding areas.
 - As your reputation builds you will be able to work more local
 - Focus on getting those first few stories and building your client list so consider going slightly further a field if needed.
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- When factoring in clients, allow drive time between each clients.
 - DO NOT take travel time out of your client's time!
 - Travel time between visits is time you won't be being paid for, but you are charging a higher rate, so this effectively covers your travel time costs.
 - Factor in the possibility of traffic delays too if it's likely in your area and certain times of day.
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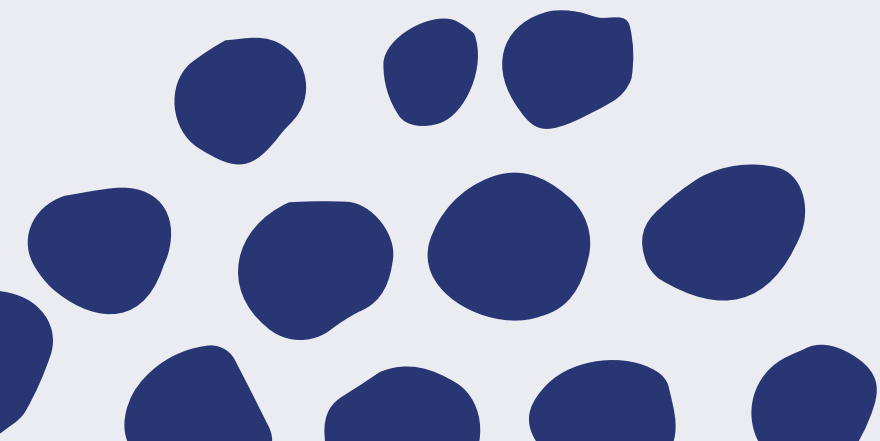
Task!



Write a list of all the locations you can reach
within 15 minutes from your house.

Top Tip!

If you have a choice of areas ... go to the nicer
area!





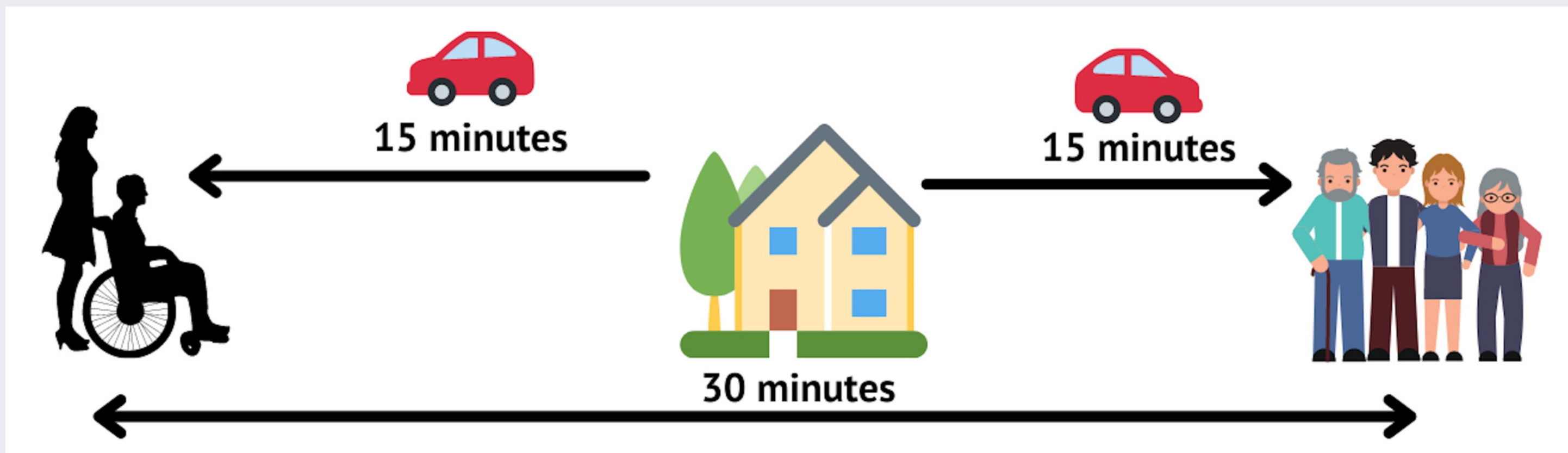
The 15 Minute Travel Time Rule!

- We consider any jobs that are within 15 minutes drive from our house. It's a good amount of time to factor in for travel and it allows us to get to various different places.
- In an ideal world and once you get a few clients, it is best to aim for people on the same sort of route/direction.



The 15 Minute Travel Time Rule!

- Remember if you use your house as the starting point, and you get work at either end of the locations you are willing to travel to
- Your travel distance might end up being 30 minutes.
- That's not ideal, but to start with it might be ok, but you might want to charge a little higher hourly rate to accommodate the travel.





Avoid this mistake...

It's only in the next village along!





It's ok to charge different prices!

If you do get offered a job that is slightly outside your desired area to work...

.....because you are still building your reputation
.....and may not have a choice of work,
you may want to take the job. That is fine!

but do charge a little more to cover the additional time and fuel to get there.

