

# The Complete A-Z Blueprint For Starting A Successful Home Care Agency and **OWNING** **YOUR MARKET!**

Interactive Training with National Association Of Professional  
Home Care Founders Pam Witt & Anthony Simonie



Online Training Workshop Action Guide

## **Three Tips To Do Now (Prior To Attending The Training) To Maximize Your Experience:**

1. Make a note on your calendar/schedule/phone/computer of the workshop date and time. It is live. If you miss it, there is no recording.
2. Make sure to actually participate. You will receive more benefit if you actually participate and use this guide during this training.
3. Make a goal to take action on at least three things revealed during this training.

**The following pages will be used during the online training workshop. We'll see you there!**

**The three fundamental truths of business success as applied to the home care industry:**

**1.** \_\_\_\_\_  
\_\_\_\_\_

**2.** \_\_\_\_\_  
\_\_\_\_\_

**3.** \_\_\_\_\_  
\_\_\_\_\_

**The new golden rule of marketing as applied to home care means that:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What exactly is non-medical home care?**

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**Profitable non-medical home care services include:**

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**According to the U.S Census Bureau, the home care industry will double over the next couple of years, resulting in a major growth pattern due to these two segments of the population: (They will be some of your best customers)**

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**Who pays for home care services, how is payment collected, and which is most profitable?**

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**Currently, the advent of \_\_\_\_\_ allows us an unprecedented growth opportunity never seen before including:**

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**An even greater opportunity comes from this terrible mistake that most other home care businesses are making:**

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**Customers and referral partners will flock to you if you do this:**

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**The 4 ways that you can get started in your home care business are:**

**1. \_\_\_\_\_**

**Pros:**

**Cons:**

**Important questions to ask if you decide to use this method:**

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**2. \_\_\_\_\_ (The better option)**

**Pros:**

**Cons:**

**3.** \_\_\_\_\_

**Pros:**

**Cons:**

**4.** \_\_\_\_\_

**Pros:**

**Cons:**

**The biggest misconception of starting your business using the \_\_\_\_\_ method is:**

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**The seven vital steps needed to start your successful home care business:**

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

**7. (MOST IMPORTANT STEP) Exactly how to get your ideal customers.**

\_\_\_\_\_  
\_\_\_\_\_

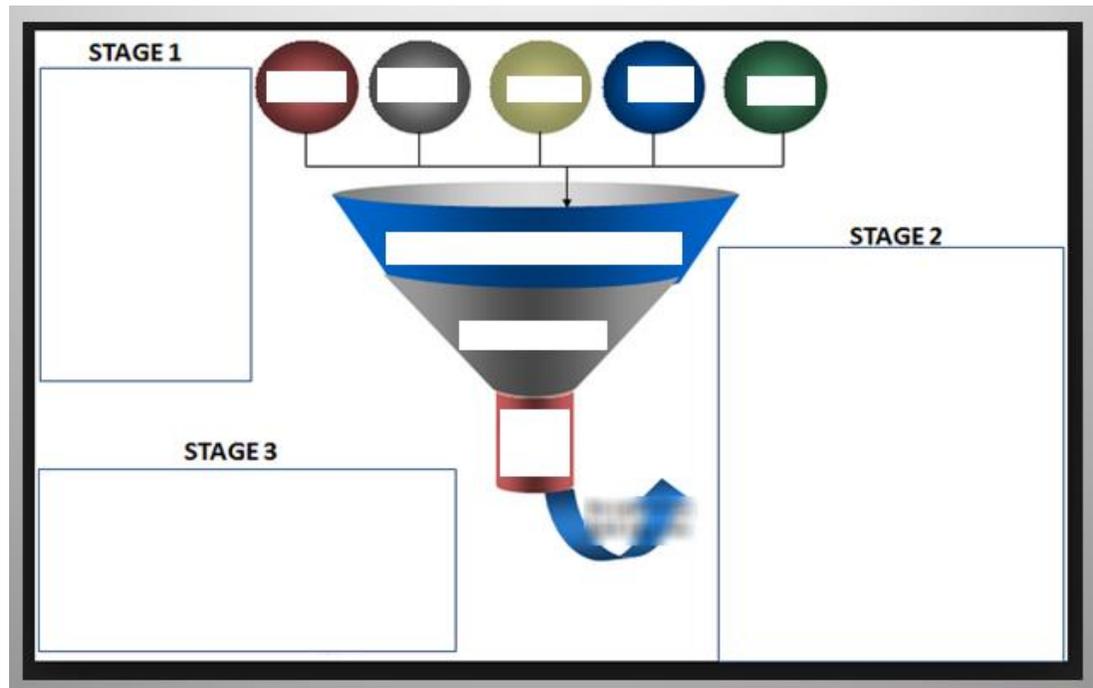
The three activities that will bring you all the customers you can handle are:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

An Illustration of how this works:



**The secret to why these three activities work so well:**

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**The fastest way to reach success in the home care business, whether you're a complete newbie or you've been in the business for a while is:**

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# Questions & Answers

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