

TABLE OF CONTENTS

Foreword

Introduction

THE 9 COMMON CHARACTERISTICS OF
SUCCESSFUL RESIDENTIAL CARE FACILITIES14

Chapter 1

The Need For Marketing: 19

THE TIMES, THEY ARE A CHANGIN'19
INVESTING IN MARKETING21

Chapter 2

What is Marketing? 25

Chapter 3

Identify Your Market 31

KNOWLEDGE + ACTION = ADVANTAGE33
TO BE OR NOT TO BE -- MARKET DRIVEN33
BUYING INFLUENCES.....35
INFLUENCING THE INFLUENCERS38
MINING FOR HIGH POTENTIAL PROSPECTS43
DEMOGRAPHICS - THE BIG PICTURE48
OTHER SUGGESTIONS FOR DEVELOPING
MARKETING INFORMATION:.....54
IDENTIFY MARKET NICHES55

Chapter 4

Identify Your Unique Product	61
-------------------------------------	-----------

Chapter 5

Plan and Action	67
------------------------	-----------

BE STRATEGIC	68
A CAUTION ABOUT PLANS	69
GOALS.....	69
GOAL SETTING -- REVIEW THIS PAGE DAILY	73
INVESTING IN MARKETING	74
RETURN ON YOUR MARKETING INVESTMENT.....	76
ACTION PLANNING & STRATEGIC THINKING	81
PROSPECTING SYSTEMS.....	83
GAINING ADMISSION	84
RECOGNITION AND CREDIBILITY	85
TARGETED MARKETING TO INFLUENCERS	85
THE BASIC SYSTEM	87
RELATIONSHIP BUILDING	88
YOUR INTRODUCTORY LETTER SERIES.....	89
MAKE THE CALL	93
BUILDING AN IMAGE OF EXPERTISE	97

Chapter 6.

Writing Effective Letters	101
----------------------------------	------------

GETTING PERSONAL	101
GAINING FAVORABLE ATTENTION	101
CONSTRUCTING THE LETTER	103
THE SALES LETTER -- STEP-BY-STEP	105
CRITICAL QUESTIONS FOR REVIEWING YOUR LETTERS.....	124

Chapter 7.

Asking for Referrals	125
-----------------------------	------------

REFERRAL MARKETING.....	126
MAKE IT EASY FOR THEM	128

ASKING FOR THE REFERRAL (WHO, WHAT, WHEN)	131
WHY CAN'T THEY THINK OF ANYONE?	132
NETWORKING THROUGH CENTERS OF INFLUENCE	139
YOUR PERSONAL GAME PLAN.....	142

Chapter 8

Visibility Campaigns (get them to come to you)	151
VISIBILITY - YOUR P.R. CAMPAIGN	151
COMMUNITY ACTIVITIES	152
SPONSORED EVENTS	154
OPEN HOUSE.....	155
CARE GIVER SEMINARS	164
VISIBILITY THROUGH COMMUNITY INVOLVEMENT	174
VISIBILITY THROUGH PUBLICATION.....	178
CRITICAL QUESTIONS FOR REVIEWING YOUR ARTICLES	182

Chapter 9

First impressions (and second impressions, and third...)	187
MOMENTS OF TRUTH	188

Chapter 10

Selling	193
THE STEPS TO THE SALES PROCESS.....	195
BUILDING RAPPORT	195
QUALIFYING THE PROSPECT	199
DISCOVERING NEEDS	201
PRESENTING YOUR SOLUTION	205
SELLING BENEFITS	206
LISTENING, THE ULTIMATE SELLING SKILL.....	209
CREATING DESIRE	210
DON'T CONDUCT A TOUR, CONDUCT AN EXPERIENCE	210

CLOSING THE SALE	213
HOW TO ASK	214
WHEN TO CLOSE.....	214
TRACKING RESULTS	215
THE SALES PROCESS.....	219

Chapter 11

Advertising	223
ADVERTISING EXPERTISE.....	223
ADVERTISING BASICS	224
TARGET YOUR ADVERTISING.....	225
REACHING YOUR TARGETS.....	225
FREQUENCY	229
CREATING THE AD.....	230
EFFECTIVE ADS	230
ATTRACTING ATTENTION.....	231
SEIZE THEIR INTEREST.....	233
INSPIRE DESIRE	234
CALL TO ACTION.....	235
CRITICAL QUESTIONS FOR EVALUATING YOUR ADVERTISEMENT.....	237
FINAL TIPS	238

Chapter 12

Marketing Materials	239
DESIGNING YOUR BROCHURE	240
DOING IT YOURSELF	253
WRITING THE COPY	255
THE LOOK	255
 Epilogue	 259
Profile	260
ABOUT THE AUTHOR, THE EDITOR AND THE COMPANY.....	260
OTHER SERVICES AVAILABLE FROM EXCEL:.....	261