

Chapter 2

Effective Promotional Strategies for Collaborative Marketing

CHAPTER SUMMARY:

This chapter recommends a variety of promotional and advertising strategies to make children and other supporters of aging seniors aware of the services of a Collaborative Senior Marketing Group. Samples of the 18 different advertising pieces mentioned are furnished on the flash drive which comes with the SSM system. In addition, the flash drive includes 191 ghostwritten articles that can be used with promotional strategies discussed in this chapter. The use of community educational workshops to provide planning leads for a Collaborative Senior Marketing Group is covered. Educational workshop marketing is supported by 21 different slide presentations – comprising over 175 total slides – that address aging issues. These presentations are on the flash drive.

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Four Highly Effective Marketing Platforms for Collaborative Senior Marketing

The NCPC supports four highly effective marketing platforms for Collaborative Senior Marketing. In order to implement these platforms, the NCPC provides five marketing system tools for a collaborative marketing group. These system tools include: 1) the “*Training Manual for Collaborative Senior Marketing,*” 2) the “*Successful Senior Marketing System,*” 3) NCPC support for “*Local Planning Councils,*” 4) the “*Life Resource Planning System*” and; 5) the “*CLRP Designation.*” ***You can mix-and-match a purchase of any one or all of the five system tools for marketing support in order to implement any one of the the following 4 marketing platforms:***

Platform Option #1 – A Local Collaborative Senior Marketing Group

Our philosophy of organizing a local Collaborative Senior Marketing group is outlined in **Chapter 1** of the training manual. Collaborative marketing to serve aging seniors and their supporters is a natural consequence of the fragmented sources of senior services available in a local area. Senior service providers are naturally drawn to networking to provide their services to the public. Our philosophy focuses on providing free education and advice to family, relatives and other persons who are supporting the needs of aging seniors. Our “***Successful Senior Marketing System***” provides materials to advertise and promote a local Collaborative Senior Marketing Group. **Chapter 2** of the training manual provides instruction on advertising and promoting a Collaborative Marketing Group or a Local Planning Council as outlined next.

Platform Option #2 – A Local Planning Council

A local Planning Council is an organization of senior providers and advisers who wish to formally organize using a unique name and a promotional approach that provides a one-stop shopping service for families needing support for aging seniors. This formal organization also includes putting together a website and providing brochures and other material which promote the Council in the local marketing area. A Planning Council goes beyond a Collaborative Marketing Group by working together as a cohesive alliance of like-minded providers and by conducting educational workshops as a way to promote the services of the alliance. Instructions for organizing a Planning Council are found in **Chapter 3** of the training manual. Material for advertising and promoting a Council is included in the “***Successful Senior Marketing System.***” In addition, ***the National Care Planning Council will support a local Planning Council*** through listing services, consultation, online request forms and website creation and support.

Platform Option #3 – Life Resource Planning

A Collaborative Marketing Group aims to create sales leads for the group. Our philosophy for collaborative marketing focuses on planning and not on direct sales when meeting with persons who represent sales leads. Life Resource Planning was designed to accomplish the planning activities of a Collaborative Marketing Group. The LRP process easily converts leads into sales of products and services. Life Resource Planning is covered in **Chapter 4** of the training manual.

Platform Option #4 – A Life Resource Planning Council

Combining the resources of a local Planning Council with the power of Life Resource Planning results in a synergy we call the “Multiplier Effect.” Individuals and organizations working together as a “Life Resource Planning Council” can enhance sales opportunities tenfold or more over those individuals marketing alone as single practitioners. **Chapters 4 and 5** of the manual provide instructions on understanding, organizing and starting a Life Resource Planning Council.

Existing Business As a Source of Leads

Letter to Existing Clients

A good idea for members of the collaborative marketing group would be for each member to send a letter or form to his or her existing clients to let them know about the services of the team. For example, statistics dictate that at least 20% of group members' clients over age 65 could be eligible for the veterans benefits. Clients will definitely respond if they think they can get a government benefit and this will allow for offering the services of the other members of the alliance. This would also be an excellent opportunity to present the possibility of doing a Life Resource Plan for that client.

Email Campaign to Existing Clients or Potential Clients

The members use their own websites for a monthly email message to their existing clients or to potential clients. This is done by using one of the ghostwritten articles that are found on the flash drive. The email message contains a short description of the purpose of the mailing and the benefit to the member's clients. A link is contained in this message to the actual article on the member's website.

Promote the State Care Planning Council (for Local Planning Councils only)

Group members use their affiliation with the Local Planning Council to promote their own businesses.

Capitalize on the NAME BRANDING that is taking place through the Internet and promotional activities of the State Care Planning Council.

- Members put council logo on their business websites with a hyperlink to the Local Council website.
- Members put the state logo or identify membership with the State Care Planning Council on their business cards, stationary, and company brochures.
- Individual members use articles to promote themselves and the Council.
- Members promote themselves individually as part of an alliance (A Local Planning Council) that can find the answers and services the public is looking for.

Direct Marketing As a Source of Leads

Direct Mail

Direct mail and media advertising are well-tested methods of promoting your services, but in recent years the effectiveness of advertising or direct mail has significantly diminished – unless you have a very specific target market. And the costs versus the actual return you get are going the wrong way. Unless you have a very special list, direct mail is not that effective.

On the other hand, response rate from mailers to veterans promoting veterans benefits is in the range of 5% to 8%. Compared to the typical 0.05% to 1% normally achieved, this is a phenomenal result. Mailers introduce veterans benefits and invite recipients to a local free educational workshop. Veterans or their survivors are always interested in the benefits that they can receive. Because of the heightened interest, these presentations can result in 100 or more

attendees to targeted workshops with reasonable out-of-pocket cost. And the beauty of using this as a way to get in front of seniors is that you are offering them benefits that many of them don't even know about. Substantial benefits in many cases. Everybody is happy. You feel good about helping people and they feel good about finding services or money to help them with their needs. As mentioned above, response rates are very good with target mailings to veterans. In addition, you might expect reasonably good response rates by target mailing very old seniors and by disturbing them about losing their assets to Medicaid. It depends on your area. In both of these cases, direct mail could be cost effective. There are mailing houses that specialize in lists for veterans or older seniors and these companies also have tested mailer designs that work. Contact us at the National Care Planning Council for more information.

Remember, when you contact someone who has responded to direct mail, you are not offering products or services. You are offering to help them solve their problems. As a result, you would not talk to them on the phone about some kind of a product idea to save money or to make better investment returns. Forget about products! You would send them an intake survey and **ask** them to fill it out and return it to you and then you will get back to them. In fact, rarely does it work to call them on the phone. A better strategy is to mail a special invitation to an educational workshop concerning veterans benefits or Medicaid or both and ask the person receiving the mailer to respond to an 800 number to confirm attendance.

Media Promotion

Senior services is such a small market that typical printed media promotion does not bring in any substantial results when compared with the costs. However, there is a way to use this strategy. This is to advertise in publications directed at seniors or caregivers which are distributed in the community. You may also be able to find a seniors publication that will allow you to submit articles for these publications to print with your contact information. Articles you submit can be either for online publications or printed publications. Some organizations may charge you for being a contributor but for some publications, having someone like you who can submit regular articles is an important asset to the publication and you may have no cost.

For these publications, the only thing it will cost you is your time. Under these no cost circumstances, you could get a good return by just taking a few minutes to copy off one of our ghostwritten articles and submit it with your name. If you are not allowed to put your name on articles you have not written – whether we give you permission to do so are not – you can attribute the article to the National Care Planning Council and provide your contact information.

We received numerous phone calls from an article that we originally wrote on the veterans Pension aid and attendance benefit and that was submitted by someone we didn't even know. It appeared in a senior newsletter publication that is part of a large city newspaper. Whoever submitted the article on behalf of the National Care Planning Council also included our phone number and over a period of a month, we received at least 20 or 30 phone calls from people who wanted to know how to receive the benefit.

Television

A surprisingly affordable and still effective method of advertising is to use television. Most people consider TV too expensive but they don't realize that in today's fragmented programming market where cable companies can provide local advertising to a hundred or more audience-targeted channels, the cost/return benefit can be favorable.

The idea is to drive viewers to your website as well as provide an 800 number for them to call. A secret to getting better prices is not to select specific timeslots but to let the cable company insert your ads wherever they please. The other secret is to buy 15 second ads because these can often be inserted at times that are convenient to the cable company but still favorable to good reception from the audience.

Your target audience is not the elderly. It is people who are the children, relatives or other supporters of the elderly who are in their middle 50s to early 60s. These people have certain TV channels they prefer, and you need to do your advertising on those cable channels. Don't do TV advertising if you have no experience with this. Contract with a specialist to help you.

Articles and News Releases for Rural or Small Market Areas

Small newspapers, rural newspapers and website community newsletters are always on the lookout for interesting articles. Our members, who release articles to these publications for reprint, report great success from readers of these publications calling and asking questions or soliciting help. As a member of the your local Collaborative Marketing Group you have access to over 190 articles on aging senior issues. You have our permission to use these articles for any purpose and put your name on them and even allow others to reproduce them.

A number of these articles are directed towards veterans benefits. Since many of these veteran benefits are not well known in the community, these articles are of great value because they are more likely to be printed in a local publication. It is our personal experience that articles on the subject of veterans benefits draw a large number of inquiries from the public.

Vendor Displays at Conventions or Fairs

Members of your collaborative marketing group do not necessarily have to be members of a particular organization or association in order to participate in the vendor fair portion of those organization's annual or semiannual conventions. Depending on the cost, participating in a vendor fair at a convention gathering could be an effective way of introducing attendees to the your marketing group.

In addition, collaborative marketing groups may consider consolidating their marketing dollars and setting up booths at county or state fairs, senior Expos, company health fairs, job promotion fairs and other gatherings where a large number of individuals from the public or from businesses related to senior services may come together. If you have never done vendor displays before, there are a number of strategies that you use to make attendees aware of your presence.

Of particular importance is that these public encounters may not encourage people to use your collaborative marketing group directly as attendees sometimes have other interests for going to these gatherings. We have been successful however, in using these gatherings to hand out invitations and promote our educational workshops. In addition, we have used these gatherings to promote veterans benefits. It is important for you to get contact information from those people who come to your booth. It must either be through a drawing, free candy or other free items or some other inducement for them to give you their information. They won't just simply call you.

Cooperative Marketing As a Source of Leads

Leads and Referrals from Joint Marketing Efforts

Collaborative marketing group members expect, as a result of their participation and pooling of financial resources, to generate more business through the production of leads and referrals from their cooperative promotional efforts with other members of the council. These leads and referrals are driven by joint marketing efforts such as

- promotion of the council to the public through educational workshop marketing,
- brochures that drive inquiries to the individual group member's sales website or to his or her phone number,
- advertising the group in newspapers, on radio or on television,
- contact information from articles placed in senior publications, newspapers or magazines,
- educational booklets with contact information for the group and
- news releases for the group.

A large part part of the new business leads can come from community workshop marketing presentations conducted by group members. And finally, some new business will come from direct referrals from other members of the marketing group to each other. However, a word of warning. Don't expect networking through referrals from members of the group to each other to be a substantial part of the lead generation. It just doesn't usually work out that way.

Advantages of Organizing As a Local Planning Council

The Local Planning Council (see Chapter 3 for more information on Local Planning Councils) has a unique marketing advantage by being part of a recognized alliance. Members of the community are looking for help with senior service needs, but they are unlikely to contact any one provider or advisor – who is not offering the assistance that they need – not knowing whether this person can point them in the right direction. An individual or company that is a part of a Local Planning Council (see Chapter 3) or a Life Resource Planning Council, (see Chapter 5) advertises itself as providing a one-stop shopping solution. The individual or company on the Council is more likely to be contacted by a member of the community. This is because the member of the community will recognize that the member of the Council can refer the inquiry to other members of the Council. This unique advantage for attracting the attention of family care providers allows members of a Planning Council to open doors for community service that they could not open individually through their specific businesses.

The name of the Council is also important. The name is chosen to promote the concept of planning and one-stop shopping services for aging seniors. A Council name should not be chosen that reflects any commercial enterprise such as the sales of products or direct services. The public is more likely to trust a group that promotes itself as a planning alliance as opposed to a group that promotes itself as a commercial enterprise.

The Council approach to solving aging senior problems also works well for producing referrals from organizations that would not normally refer individual senior service providers or advisers. For example, a hospital discharge worker is more likely to refer a patient's family to a Local Planning Council as opposed to referring to an individual providing a specific service. One reason for this is that the Council group is perceived as a community service that can act as a referral source for the patient whereas a referral to an individual may have repercussions as far as the service provided. The individual provider or advisor might not offer reputable services.

The second marketing advantage is tied to the first. This has to do with organizations referring out the services of the Council. There are definitely some liability issues for an organization to refer out to a specific senior services individual or company and then have something go awry with the services offered. The referring organization might be considered liable for offering the referral in the first place. On the other hand, referring out to an established community planning alliance that operates as a nonprofit reduces the liability burden because a referral was not made to a specific individual or company. The referral is received by the member alliance. The group holds itself out as a public service Council and in some respects assumes the liability for providing ethical and reliable services from its Council members by organizing as a nonprofit.

Here is a third marketing advantage. A member of the Planning Council who offers himself or herself as a member of a team that can provide a comprehensive solution also has an advantage in getting in front of groups to make community presentations. As an example, a home care provider representing his or her company, independently of the Council, is unlikely to get an organization to sponsor a presentation about home care services to employees for brownbag luncheon meetings, for church groups, for retirement communities, for condo associations for service groups and for association meetings. The leaders of these organizations know all about home care and how it works and very few if any people would show up for such a presentation.

On the other hand, these same groups would be vitally interested to know about the services of a Planning Council or about some of the specialties, such as veterans benefits, that they have never heard about. The veterans benefits consultant, who is a part of the Planning Council, could make a presentation on behalf of the group and generate requests for services for all the other members as a result. This ability to get in front of audiences for making presentations is a distinct marketing advantage of the Planning Council concept.

Influence and Relationship Marketing as a Source of Leads

Reciprocal Marketing

Reciprocal marketing is a unique form of networking. With typical networking, you and someone else will share leads as referrals, but you and the referrer don't expect anything in return other than more leads shared between both of you. With reciprocal marketing you will work with the clients of certain professionals to help those clients obtain senior services that the professionals either don't understand, don't have the time to understand or simply don't want to even know about.

These services that you provide are sometimes extremely important for helping those clients of the professionals identify sources of senior services in the community. For example, very few professionals with senior clients are interested in knowing how to obtain veterans benefits for these clients. If you are specializing in this area, you can obtain additional income and other benefits for these clients. Another area that you specialize in or your council specializes in might be care management where advice is necessary, but the professional referring his or her client to you has no expertise in this area. Another area might be Medicaid planning which many professionals do not understand, but this sort of planning might be important to their clients.

With this reciprocal marketing approach, these professionals usually require something more than your helping them with your expertise. They may ask you to participate in their marketing costs. Perhaps you may have to participate in some of their promotional campaigns by doing presentations. Or perhaps if you sell insurance products as a result of your intervention for clients, the professional may require your sharing some of that commission with the professional.

The key to this type of marketing is that the professionals will be on the lookout on behalf of their clients for the services you offer. Because you reward these professionals in some way, you will be the first choice for any referrals. Without the incentive of a reciprocal arrangement, the professional might just simply tell the client that they need to do something about the services that the professional doesn't offer, but not worry about making sure the client gets those services. There is a stronger referral relationship and a more productive lead for you when a professional has an incentive in getting you together with his or her client.

So the question is who are these professionals whom you might want to develop a relationship with? They might include financial planners or insurance agents of various kinds such as property and casualty agents, long-term care insurance agents, health insurance agents and so on. They might include the financial advising arms of credit unions or banks who need assistance with some of their customers. Your expertise in this case would flow through the financial planning or investment planning units that most credit unions or banks now offer their customers. Other professionals might include attorneys, CPAs and associations of professionals such as nurses, psychologists, social workers, human resource managers and so on.

In most of these reciprocal marketing arrangements, you will have to have some sort of formal agreement whether signed or otherwise and in many cases you will pay part of your commission or pay fees for the privilege of getting introduced to clients.

Organization Relationships

Many professionals and businesses join organizations or associations in order to rub shoulders with other professionals and businesses who might end up referring a client. Members of your group should use this strategy as well. The key to making this strategy work is to show up at meetings, socials, golf outings and so on in order to be seen and to interact with others. Another important part of this strategy is to remain in the consciousness of other relationship individuals in other ways such as speaking at functions and sending periodic emails, thank-you notes, and inexpensive gifts and so on.

Some of your group members may already be using this method of generating business for themselves. If they are not, members could commit to at least one organizational membership on behalf of the Collaborative Marketing Group.

Those members who were using organization relationships to bring in new business prior to joining the the collaborative marketing team also have a new opportunity to share with their existing organization membership their new relationship with their new team.

For example, even though members may have spoken in the past at luncheons or other gatherings, their new relationship with a Collaborative Senior Marketing Group can allow them

to volunteer for the speaking schedule and talk about the exciting concept of offering a source for senior services. They can also recommend speakers from other members of the collaborative group who represent other specialties that might be of interest to the organization.

Here is a list of some of the organizations that members of a Collaborative Senior Marketing Group could associate with.

- A local estate Planning Council
- World at Work
- Chamber of Commerce
- Realtor associations
- Nursing home associations
- Assisted living associations
- Home care provider associations
- Gerontological Society
- Attorneys associations
- State nurses association
- Alzheimer's Association
- ALS Association
- MS Association
- Heart Association
- Muscular Dystrophy Association
- Other appropriate health support associations
- Local AARP advisory groups
- Service clubs such as Rotary, Lions and so on
- National Association of Professional Financial Advisors
- Financial Planning Association
- National Association of Insurance and Financial Advisors
- National Association of Health Underwriters

State Aging Services and Senior Centers

A determined effort should be made by an assigned member to create a liaison with area agencies on aging in the geographic area where the collaborative marketing group offers service. Likewise, contact with senior centers should be made whether these centers are sponsored by area agencies on aging or by other nonprofit or church organizations. This liaison should include frequent contact, an agreement -- where allowable -- to distribute planning literature and requesting opportunities for public presentations to employees of the area agencies on aging or to groups at senior centers.

Retirement and Care Communities

We recommend not including facilities such as nursing homes or assisted living or independent living communities or senior retirement communities as members of a collaborative marketing group. By avoiding these providers as members, there would be no conflict of interest for your members to develop relationships with retirement or care communities for providing planning services. Home care providers, hospice providers and care managers on your group already have these relationships. It would also benefit attorneys and financial specialists to meet with various facilities and promote those member's affiliation with the collaborative marketing team.

One way to do this might be to offer workshop presentations about various legal and financial aging issues arranged for family members and held at the facility. Another way would be to provide booklets or brochures to facility intake managers. Another option might be to provide a holder for brochures in the lobby where family members could take one and find out about the services of your marketing group.

We have been successful in placing our trifold brochures at the front desks of these communities. We have to provide the clear plastic holder. These holders are very affordable and we have purchased them online in large quantities for about \$1 each. We have to keep going around to the facilities to make sure that they keep them on the front desk and available to the public and to replenish brochures. Interested visitors or other family members will pick up these brochures.

As long as the brochures are generic and promote the group or more importantly, information on government benefits and these brochures are not offering any specific services or products, most of these communities will allow for their placement. We furnish you a number of samples of these brochures for your use with the Successful Senior Marketing System. We have also found that our plastic holders often end up missing. Perhaps people take them to use for their own brochures. To prevent this, we attach a preprinted label on the back of the plastic holder that identifies us as owners of the plastic holder and provides contact information for the facility to call us to replenish the supply of brochures. We make sure that these sticky labels have the kind of adhesive that prevents their easy removal.

Hospital and Nursing Home Discharge Workers

Home care providers already know the value of having a relationship with hospital and nursing home discharge workers and in some cases a large number of home care referrals come from these workers. The group leader should make arrangements for a presentation to hospital discharge workers about the services of the planning group and in particular his or her members. Discharge workers have regular meetings just for the purpose of identifying services in the community and coordinating services with other hospitals or within their own hospitals.

Business cards from discharge workers should also be retained in order to maintain an ongoing contact with these people. This might be done through periodic mailings or through emails pertinent to the discharge worker's duties.

Attorneys, CPAs, Insurance Agents and Financial Planners

Attorneys and other specialists who help their clients prepare for retirement, for estate planning and for end-of-life always have a need to refer reputable care providers or other senior service specialists to their clients. Group members should make these professionals aware of services through monthly emails, brochures, booklets, attendance at association meetings, sales or organization meetings or presentations at their various meetings. In addition, recognition should be paid these professionals by sending thank you emails you live it up just a little bit higher, gifts, clippings from newspapers and so on. The important thing is to maintain some sort of contact on a regular basis in order to remind these specialists working with seniors of the importance of your collaborative group.

Continuing Education as a Way to Develop Relationships with Referrers

Many associations, licensing agencies or other organizations require that their members complete a certain amount of continuing education within a certain period of time. This continuing

education is an ongoing requirement for these members or licensees. Some of these organizations are interested in training their members about issues pertaining to aging, long-term care and planning for final years. These are issues that our workshop marketing approach addresses. We have had success in getting approval from a number of different organizations to teach continuing education courses pertaining to the areas mentioned. Teaching these professionals about senior aging issues allowed us to build relationships with these people for sponsoring educational workshops or for distributing brochures or receiving referrals.

For example, we have, in the past, received approval as continuing education instructors for school districts, CPAs, insurance agents and members of the Society of Human Resource Managers (SHRM). There are many more organizations out there that you can approach for continuing education training. Generally, you have to get approval from the organization and pay a fee to be a provider – sometimes yearly, sometimes only once.

The purpose of these presentations is to make these members of these organizations aware of the services that your group provides and generate a relationship that will result in referrals. The principles that you will follow in teaching these courses are the same that you will follow doing educational workshop marketing. You are educating and you are not talking about specific products or services. On the flash drive that you receive with this manual, you receive instructions on how to do presentations that will result in your meeting with those attendees and helping them solve their problems. In this case you will request a meeting with interested attendees in order to explain how you can develop a relationship and offer your services.

Sometimes the sponsoring organizations will advertise for your continuing education services. They will not, however, pay for arrangements for you to make presentations nor pay for a gathering place to do these presentations. It is up to you to promote your continuing education courses to the members you are targeting. In some cases, the organization will provide a mailing list, but in many cases no promotional assistance is offered. Despite these limitations, we found that the time and money we put into promoting these continuing education courses resulted in a number of individuals who referred us business over a period of years.

Employers and Church Groups as a Source of Leads

The key to getting employers or church groups to sponsor educational presentations is creating a relationship where members of your group are not selling their products or services to the employees or parishioners. Employers and church leaders must be convinced that the purpose of your group is education and planning for those who need it. So how do you get around the fact that members of your group might eventually sell their products or services? The secret here is credibility. The expertise and the value of your group must outweigh the fact that members do have their own businesses and can change hats from educators to providers. The employer or pastor must understand that the purpose of the group is to serve the community and provide education and planning.

The motives of the individual collaborative marketing group members to create business must be subordinate the goal of service. Sponsors must understand that the primary purpose is not to provide business for presenters. If your collaborative group does not actually have these values and members are not willing to unselfishly serve the community, then educational

workshop marketing will not work for you. You must accept the principles in Chapter 1 of this manual that by serving you will be rewarded. Please go back and read Chapter 1 for a better understanding of how community service will provide new business.

The following section centers primarily on finding sponsors for educational workshops. It is only a summary of the more important possibilities that you should consider. Much more detail on how to do this type of marketing is found on the flash drive under the folder title "Training Manual for Organizing and Conducting Educational Workshops."

Educational Workshops for Employers

Over the years this has been a very effective way for us to reach decision-makers in the family who are burdened with providing care for aging loved ones. Nowadays most of these family care providers are employed in the workplace. Worksite presentations are going to generate requests from employed children for help with solving the aging issues of their parents. Educational encounters for employees are a very good way to reach family members who need help with supporting their parents or other loved ones with aging issues. In the past, these employer-sponsored presentations for employees – either through on-site or off-site educational workshops – have produced most of our leads.

Employers are concerned about employees dealing with aging issues at home due to the detrimental effect on productivity. These family burdens result in lost time at work, inability to carry out work assignments and the inability for these employees to make career progression in their jobs due to the commitments at home. Sometimes, employees even quit their jobs in order to provide the care for loved ones. For these reasons, employers are often accommodating to allowing outside presenters to come into the company and provide educational presentations about elder planning issues to their employees. The best way to arrange for these presentations is through the human resource department of the company you contact. Larger companies often have specialists in the department who are assigned -- among other things -- to help employees with these parent support issues.

Employees at work have at least one half hour for lunch and some may even have an hour. It is during this time that companies could schedule presentations. Employees are invited to attend these presentations while they eat their lunches. Thus the name, "brown bag presentations." Another common name for these presentations is "lunch and learn" sessions. As a presenter, you can encourage more employees to attend your workshop if you provide sandwiches and drinks for free. Some employers may even give their workers additional time off for lunch to attend one of these presentations if the employer feels the information is valuable enough.

A more common way to do these workshops is to have the employer invite the employees to attend an off-site evening presentation. This strategy has been our most successful as we will arrange these meetings so that employees can attend right after work. For example we set up the meetings at 6 PM in an accessible location and provide sandwiches and drinks for attendees. In most cases, we also charged for the materials and for the refreshments. If you do everything for free, people will not attend because they will be suspicious of your motives. In order to get the employees to attend, we provide brochures specifically detailing these meetings, the times and places and what would be discussed. We have the employers distribute brochures to their employees. We also arrange for the tuition fee to be paid through an online payment service. That allows us to know how many people are coming so that we can arrange for meals.

When you contact the human resource department, you will often find it difficult to get someone to talk to. For whatever reason, it always seems like the particular person you need to approach has little time to talk to outsiders on the phone. We have found the best time for contact is in the late afternoon from about 3 p.m. to 5 p.m. It is also possible to visit employers as a cold call, and introduce yourself to the security people, show the brochures or information about the council, and then get the contact information from the person who might sponsor your group. Sometimes, the security person will call the appropriate person in the human resource office to come down to talk to you. If not, they may give you the name of the person to talk to. You probably won't get an email, but at least you have a phone number to call that person.

Email Marketing Strategies to Employers

For many years we had an email marketing strategy to employers. The tough part of this strategy was obtaining the emails of decision-makers in the human resource department. We did a lot of calling and visiting and using other strategies to get permission to send these emails.

The campaign consisted of weekly articles directed to the particular person in the human resource department who was responsible for providing information to employees concerning such things as employee discounts, training opportunities, employer assistance programs and other benefits that might enhance employee productivity. We would follow the email directions in the email marketing strategy in this chapter by introducing ourselves and providing a link to our weekly article with the instruction to the human resource department that they were free to use that article to share with their employees through the employee intranet.

Although we didn't get a lot of feedback from this strategy, we did have a number of human resource departments that contacted us for setting up educational workshops.

Providing Education to Members of a Church Congregation

Providing educational workshops to members of a particular church denomination group can be very rewarding. The key to this is to create a relationship with the church leaders or pastors so that they will trust you and your group members to not take advantage of their parishioners. It is absolutely essential that this approach does not include selling products or services through the presentations. It must be a community service. On the other hand, collaborative groups providing these presentations, need to be entirely upfront with their attendees and let the attendees know that the presenters do have their own businesses that serve the senior community.

Attendees should not be encouraged to sign up to purchase products or services from presenters. They will rarely do so. Setting up selling encounters will also likely result in the leader of the church group preventing any further communication with his or her congregation. Attendees should be encouraged to sign up for Life Resource Planning which will help them identify the issues that they need help with. Attendees must understand that this planning is not a disguised effort to sell products or services. On the other hand, if there is a need for products and services as a result of the planning, those people who participate in the planning have no obligation whatsoever to purchase products or services, but they will often see the need to buy those products and services. The entire focus is on helping them solve their problems through the planning process. However, as discussed in Chapter 1 and in the chapter on Life Resource Planning – Chapter 4 – the LRP planning process will lead to a trusting relationship between the planner and the client and in turn result in the sale of products and services.

Using the Brochures and the Booklets to Produce Leads

Placing Advertising Pieces into the Community

We provide a number of printed sample brochures with the Successful Senior Marketing System. We also provide the original templates for these brochures on the flash drive. This allows you to customize the brochures with your group information and contact information on the appropriate panel on the brochure. You also need to change the phone number to your own on the various pages where the phone number on the template currently appears. We recommend you use an 800 number as this makes it easier for people to call you. It also allows you to identify callers and harvest phone numbers, as phone numbers of all callers will show up on the 800-number website that you use and you will know that the request came from a result of your marketing.

You can produce limited copies of brochures on your own printer or you can find a copy shop that might give you a good price on quantities. If you want quantities of more than 500 at a time, there are custom print shops that have high-speed copiers for limited productions of 500 to 5,000 pieces. For larger print runs you may need to use traditional offset printing to get the best price.

Here are some of the ways you can use the brochures

- ***Brochures to human resource departments*** -- We have had good success in persuading human resource specialists for local employers to disseminate information to their employees about elder planning issues. Our brochures are great tools for this type of promotion. You can persuade them to put the brochures in employee break rooms or ask them to send an internal message to employees notifying them that they can pick up a copy from human resource.

This strategy will also help you get your foot in the door for setting up employer-sponsored presentations. Presentations are designed to educate employees about the various services of the marketing group during a brown bag luncheon meeting. Off-site employee presentations at other times can also be arranged for employers who want their people to receive vital education about certain issues which could include eldercare coping instructions and veterans benefits.

- ***Place brochures with centers of influence*** such as senior associations, area agencies on aging, libraries, senior centers and other organizations that support seniors. Most of these organizations have brochure racks where you can put your brochures. Libraries in particular require that you cannot use their racks for commercial business. You must talk to the library director to show him or her that you are a community service and not a commercial business in order to allow placement. Sometimes you have to talk to the director of all libraries in a given system in order to get this permission.
- ***Develop a working relationship with providers in the community*** who offer senior services and have them pass out brochures for you. This will benefit them if the funding that is generated or identified by one of your council members will help pay for their services. In return they should be willing to promote your services as a collaborative marketing team. These providers might include home care companies, hospice services and other provider services represented by your own members of your own collaborative team.

- ***Use trifold brochures that fit in clear plastic holders*** In the past we have printed up 10,000 to 20,000 targeted trifold brochures to place into the community. We also purchased hundreds of clear plastic holders at about \$1 a piece for distributing these brochures. Members of the group would visit all types of small businesses and organizations to place these holders and brochures. An example might be fitness centers, county and city recreational centers, bank and credit union lobbies, all kinds of care communities and retirement communities, certain small businesses and other locations that people frequent on a regular basis. Refer to the folder on the flash drive called "*Basic Instructions for Starting up a Collaborative Senior Marketing Group*" for more instructions on how to utilize this brochure placement strategy.

We also furnish two sample booklets -- 5.5 inches by 8.5 inches in size. These booklets are entitled "*Community Solutions for Eldercare*" and "*Benefits for Senior Veterans.*" We give you the original PDF templates for both of these booklets on the flash drive. These two booklets are designed to be used in a variety of ways to promote and advertise your services. Here are some of these intended uses.

- ***Booklets are to be used in conjunction*** with the various workshop marketing presentations included in this system and used as handouts to persuade sponsors to host public workshop presentations
- ***Some collaborative group members will use booklets*** in an initial face-to-face assessment with their potential clients or customers. Contact information for the team members is included in the front of the booklet. The sample booklets we give you have sample contact forms in them to show you how to do this.
- ***Possible coupons inside the booklet*** -- You can print up coupons that you paste inside of the booklet and that can be torn out. These booklets with coupons would be made available in waiting areas throughout the community where people might pick them up and read them while waiting for an appointment. The coupons would encourage someone reading the booklet to remove the coupon instead of taking it. The coupon would contain contact information and offer a free booklet to the bearer of the coupon. Community waiting areas might include doctors offices, pharmacy waiting areas, hospital waiting areas and so on.
- ***Website offering free booklets*** -- You could offer a booklet for free on your website in return for someone filling out the request form. This is an option we provide you with your website if you choose to use it.
- ***Ad offering free booklets*** -- You could place ads in various senior publications and offer free booklets for people who call the phone number you list.

Using Websites and Email to Promote Your Marketing Group

Member Website

Members of a Local Planning Council (see Chapter 3 for information on Planning Councils) are provided a special member-embedded website on their State Care Planning Council website.

This website is only available to Planning Council teams and is to be used as a marketing tool. It is not provided with a hosting company but is part of the state council website. You will purchase a domain for this website. For all appearances, it looks like a true website because it has 19 separate page links attached to it and it has its own domain. Here are the strategies for which this website is designed.

- The Director will purchase a domain name and forward that name to the special council listing website. Essentially, this special landing page now becomes a website with its own domain. This landing page is deliberately designed to keep visitors coming back to the page as if it were the home page of a website and not allow them to escape to the rest of the state Care Planning Council website. For all intensive purposes, with the use of a domain, this special page is almost indistinguishable from an actual hosted website.
- The website contains links to numerous articles on senior service issues. A member can send his or her clients or potential clients to this site to educate them on these issues.
- Once a month, the National Care Planning Council automatically posts a new article on the main page of this website. Also each article page contains an archive of previous articles that are accessible from this page and this archive is updated as well. Members email the link to the article once a month to their own list of clients. The member's contact information is on this article page. Members personal biography pages are also linked to this website so that the public can learn about each member and what he or she does as well as the contact information for that person. This monthly mailing strategy becomes a a very effective marketing tool for council members.

Email Campaign to Centers of Influence

We have already mentioned using an email campaign to employers and to existing clients or potential clients. This campaign is used to direct these people to the article on your local Planning Council website page. The idea is not only to promote Local Planning Council services, but also to encourage worksite presentations for potential sponsors.

A similar email campaign can be used to promote your Council to centers of influence in the community who may refer that Council's services. The campaign email message would remind these people of the services offered and then direct them to the article and allow them to use the article for their own purposes. We have given permission to our members that they may use these articles as their own and offer the articles to others in the same way.

These centers of influence would be practitioners who meet with and advise people in the community on preparation for the future. These centers of influence might also be involved in providing senior services to members of the community. These people might include but not be limited to

- Insurance agents
- Financial planners
- Estate planning attorneys
- CPAs
- Assisted living facilities
- Nursing homes
- Hospital discharge counselors
- Governing members of the nurses Association
- Governing members of other healthcare Associations
- Professors of gerontology
- Home care companies
- State aging services
- Members of the society of human resource managers
- and so on

Search Engine Optimization

It is the job of the National Care Planning Council to optimize each State Care Planning Council website for pertinent searches on the Internet. Local Planning Council members can also help in this effort. In their email campaigns, members should be sure to list the their Local Council domain and encourage the public to link to this domain for the wealth of information it contains. Perhaps, from time to time, members could actually target use of their special website to their mailing list specifically as a source of information and help. By growing the number of links to the website, the relevance of the website will increase and more requests for services will come in from the public who happen upon the website in their searches for help.

Email Mass Mailing to Employers

Our Local Planning Council for many years conducted a monthly email marketing campaign to employers in the state. We obtained this opt-in list by calling human resource departments and talking to just about anyone in the department to obtain permission to add the company to our list. Generally, when they understood we were not soliciting or advertising and that we were sending valuable information they would give us the name and email of the appropriate person.

This monthly mailing resulted in companies calling us for worksite presentations. Or, a number of companies replied to our mailings and expressed their appreciation for the information. For those companies that did not contact us, we followed up with the human resource person on our mailing list and see if the company appreciated our mailing. In most cases, they knew who we were and they were pleased to hear from us. This favorable association allowed us to approach them about educational presentations for their employees. It was usually not difficult to get a commitment for a presentation.

We provide you 191 ghostwritten articles that you can use as your own with this package. In addition, we also post a new article each month on your council website page as mentioned

previously. You can use these articles for mailings as well. Don't send your articles as an attachment and don't send fancy HTML formatted pages. A number of people either ignore these types of messages or they set their email client or their server to reject them as junk mail. Give them the title and a few paragraphs from the article and give them a link (which is your Council domain name) to your Council website page.

If you have never done bulk email marketing, we suggest you not try it without the help of a someone who is experienced in this area. First of all, you must comply with the federal CANN Spam Law concerning commercial emails. Second, you will need to use a commercial bulk service such as Constant Contact, SendinBlue, Drip, ConvertKit, Aweber, GetResponse, Mailchimp and so on . You will be required to clean your list of any potential "spam traps" and inactive emails. Do an online search for "email list cleaning services." Your list cannot be very large as that creates problems for the bulk mailer. You must also be willing to provide evidence that you have permission to use the emails. Failing in any of these requirements will bar you from using that particular bulk mailer.

You should limit your emails to a 200 or 300 word message describing your article or providing a 200 word excerpt of the article with the domain link of your website that contains this full article. Your article will have the best success of getting through spam filters to the recipient if you use an appropriate subject heading, address the actual person by name and send it in text format avoiding any pictures or other HTML content. Spam filters are also looking for typical words that you would use to meet the CANN Spam Law -- the requirement to give your recipient the option to opt out. Words that filters are looking for might include "remove from the list," "unsubscribe," "reply to remove," and so on. You must give your recipients an option to remove their names but you can do it in such a way as to avoid the common words used for this purpose. The bulk mailer you use will also offer an opt out option if you choose to use it.

The purpose for providing an abbreviated version of your article and providing a link to the website is that you want to drive traffic to your website. In addition, a few of your recipients may even post your website link on their websites and this gives your site greater search engine relevance with the search engines.

There are a number of bulk mailing services available and you can find them through a Google search. These services take away most of the risks you could incur as an individual bulk mailer. As an example, if someone complains, the complaint will end up with the mailing service. If you can prove to the mailing service that the person who made the complaint truly did give you permission to send emails, then you don't run the risk of your ISP blocking your outgoing emails from the email that you are using. Mailing services are their own ISPs and their server stands as an intermediary between you and your ISP or domain service provider. If you are in the right, they will protect you.

The most important thing for you to remember is to keep documentation of the actual permission of those who have allowed you to send them emails. This is extremely important in case you are challenged.

Promoting and Optimizing Your Website

Here are some ideas to help you build your search engine optimization in order to create more traffic and leads from your site.

Using Your Local Council Website as a Links Reciprocation

One way search engines provide search relevance and place you near the top of the list for a particular search is through the popularity of your site. One important method for determining site popularity is for the search engine to look at the number of links to you from other websites and the quality of those websites that are providing the referral link. To learn more about how this is done, you should contact a search engine optimization company to help you with this.

Getting Public Service Organizations to Link to You from Their Websites

If your website offers good information to the public; government agencies, libraries, associations and other organizations serving the public might be willing to link to you without reciprocating. You need to find these providers and ask them to look at your site and provide a link to you. We believe the content we have created for you puts you into an information provider category. A resource these people may find valuable. You may also augment existing content by setting up the additional content pages we have provided for you.

Using Pay per Click

Major search engines allow you to bid on keywords that pertain to your services. If you price your bid high enough, the search engines will put your message at the top or near the top of a search page. If you pay enough you can even be listed at the very top of the search page. This gives you instant search placement but it also costs money. On the other hand, pay per click is designed to drive people to your site and request your services. You must decide whether this is a wise investment or not. It doesn't hurt to try because you can always cancel the service if you're not seeing any results for what you are paying.

Articles, Press Releases and Announcements with Embedded Links

Any articles or announcements that you produce for local papers or magazines should contain a link to your website. This is because many of these publications also have online versions and your link should be included when they post the online article or announcement.

Articles and Opinion Pieces for Placement Article Websites

There are a few websites that provide the opportunity for you to prepare an article on a given subject and submit it to that website. If they approve you for submission -- which is usually the case -- they will allow you to place a link to your website at the end of your article. They are looking for site content to attract people to their website and to notice the advertisements that they have on the site. They are also providing you an opportunity in return for your article to place a link on their popular site that should give you a good vote towards a better page rank.

Posting Comments on Discussion Groups and Dropping a Link with the Comment

You can find discussion groups on the Internet that brooch subjects that are similar to the services your marketing team offers. You can deliberately post thoughtful comments on these sites and drop a link. You must be careful with using this technique, because many people are using them for the purpose of dropping links, and the site managers will deliberately delete your

comment. Links to outside websites must be done strategically so that they fit in with the context of your participating comments.

In this case, the discussion groups other than your own would be ones that deal with veterans benefits, Medicaid planning or Medicare issues. If you provide a sincere and pertinent comment on the site, you can usually get away with providing a link to your website if you appear as a third-party endorser. You can't claim your site link as your own but have to appear as a disinterested observer. As an example, "I agree with the instructions that you have provided but I might disagree with you about some of the details of those instructions. I recently happened upon a good site that goes into more detail on what you discuss. It is found at www.helpforcare.com."

Generating Email Lists

There are several ways to generate lists for periodic mailing. One way is to keep track of the emails of all of your clients or people who request booklets from you or information from you. The forms we include on your website allow these people to check a box to receive periodic articles from you. You must provide some sort of opt in permission for using these emails in email campaigns. Unfortunately, it is dangerous to go out and harvest emails from various websites. Not only is this against the CANN Spam law, but these are not opt-in recipients and if someone complains, your Internet service provider might shut you down.

Another way to generate a list is to call those people or organizations on the phone whom you want to mail to. Find the person in the organization who would prefer to receive your articles that you publish on your site and get the permission of that person as well as the that person's email. These recipients could be care providers in the community, employers, organizations, state agencies and so on. The idea is to send them periodic emails that introduce articles pertinent to their practice with a link back to your website. This generates additional traffic to your site. Keep track of your phone calls and the permission that is granted you to use the email.

Using Social Media to Promote Your Marketing Group

Here are some of the more popular social media platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Snapchat
- Pinterest

The first four platforms are likely the best for promoting senior services. YouTube is extremely helpful if your group creates a channel and promotes itself with various short videos. Especially popular on YouTube for promoting business enterprises are “how to do it” or “do it yourself” or “explanation and education” videos. Snapchat and Pinterest are less likely to be suitable platforms for promoting senior services. Pinterest, in particular, has a large following of women who are primarily interested in handicrafts, health issues, survivalist, global warming and off the grid issues as well as quirky history facts.

We believe social media can be used to promote a collaborative marketing group, but our personal experience in using social media and relying solely on organic search through one of the platforms does not produce any appreciable amount of marketing leads. We certainly have social media presence on Facebook and Instagram and we regularly maintain our Facebook postings, but we don’t have that many followers. In order to create the 100,000+ followers that are necessary to drive the public to a Facebook account, you must invest money in promoting yourself with other Facebook users. For our particular industry, we don’t believe that investing in Facebook advertising is a very effective way to produce new leads.

We believe, the primary purpose of promoting a collaborative marketing group, using social media, is to create credibility and a recognition of the group in the local community. If someone is looking for your group on an Internet search and happens to see that you are listed on a number of different social media platforms beyond your website, this gives that person more assurance that your group is a reliable source of information and advice.

There is a great wealth of self-help information on the Internet if you wish to pursue social media marketing. In addition we recommend an excellent and inexpensive book by Jason McDonald titled “Social Media Marketing WorkBook 2020.” He also furnishes a great deal of free support material on his website at the following links.

<https://www.jm-seo.org/books/marketing-almanac/>

<https://www.jm-seo.org/free-403/>

<https://www.jm-seo.org/dashboard/smm/>

<https://www.jm-seo.org/books/social-media-marketing-book/>

YouTube channel at <https://www.youtube.com/jmgrp>.

<https://www.jm-seo.org/books/social-media-marketing-book/>

We also recommend a handy strategy for you to get an understanding of how social media works for your particular marketing niche by looking up how others in the senior services marketplace are using it. In particular, Google offers an option where you can go to these particular platforms directly through a search and see the listings that pertain to various keyword searches. For example we did a search on Google using the search syntax below for Facebook with various keywords that we came up with. Of course, you can come up with whatever keywords you think apply to the senior market and not use ours. This is only an example.

site:facebook.com senior planning
site:facebook.com senior services
site:facebook.com senior support
site:facebook.com elder rights
site:facebook.com long term care planning
site:facebook.com eldercare
site:facebook.com long term care
site:facebook.com elder planning
site:facebook.com family care services
site:facebook.com caregiving
site:facebook.com aging seniors at home
site:facebook.com care management services
site:facebook.com geriatric care
site:facebook.com veterans benefits
site:facebook.com aid and attendance
site:facebook.com veterans pension

Follow this same strategy above and check keyword searches such as the ones you did for Facebook for the other platforms using the syntax below.

site:instagram.com (enter keywords)
site:twitter.com (enter keywords)
site:linkedin.com (enter keywords)
site:pinterest.com (enter keywords)
site:snapchat.com (enter keywords)
site:youtube.com (enter keywords)

Educational Workshop Marketing to Produce Leads

This section is only a quick reference. We provide substantially more detail on how to do educational workshop marketing on the flash drive under the folder “Training Manual for Successful Marketing through Educational Workshops” The manual under this folder also titled “Training Manual for Successful Marketing through Educational Workshops” contains instructions on how to organize presentations, how to conduct those presentations and how to convert attendees into planning clients. In addition to this special manual, all of our startup materials focus on the purpose of a marketing group providing education and serving the public. For our own group, in the past, this has been the primary means of creating leads for members of the group. This activity far outweighs any other source of leads that we used in the past. As mentioned previously in this chapter, the key is service. There can be no profit motive in pursuing this educational marketing activity. So how do you make money? Please read again Chapter 1 on the importance of community service and how that will reward you and the members of your collaborative marketing group financially.

Educating the public about senior issues should be a primary function of any Collaborative Senior Marketing Group. These educational activities will produce the most new business for group members through the natural step of providing planning for attendees at these workshops. The planning eventually leads to the sale of services and products.

Marketing through educating, if done properly, will result in attendees agreeing to be contacted for planning purposes. The goal is to produce a large number of requests for contact from an educational encounter that will be converted into a substantial number of new clients or customers. Success with workshop marketing is realized through following as many of the following principles as possible.

- Doing the best job possible of making sure that all registration or attendance requests are handled and scheduled efficiently and on time
- Getting in front of as many people as possible, at each meeting, to present the message
- Developing a feeling of trust and confidence between the presenter and the audience
- Discussing problems and solutions without selling product or individual services
- Giving presentations that use a number of examples and stories
- Finding the most cost effective way to get the most people to attend
- Educating instead of lecturing
- Structuring an environment where at least 70% or more of the attendees will fill out a request for a planning appointment

Support from the National Care Planning Council

Training, Back-Office Support and Infrastructure Support for Your Practice

The Successful Senior Marketing System and the Life Resource Planning System from the National Care Planning Council include full support for training and back-office support.

The National Care Planning Council also provides website listings for you on our National Council website – as well as the listing and webpage support mentioned earlier – on one of our 40 state-specific Council websites. Your listing and your collaborative group listings on your particular state website give you credibility and recognition in your community. You can also start a Local Planning Council and that website will have its own domain as well as other information for the public. You will use this domain and this website to promote your Planning Council as well as promoting members of your support Council team. Here are the components of the website support from the NCPC.

- State Council website (for an example go to <http://www.carenorthcarolina.org/>)
- your Planning Council team website home page (for an example go to www.saltlakecare.org)
- life resource team member website page (for an example go to <http://www.careutah.com/listingprofiles/420-NatalieMoyle-UT/index.htm>)
- National Care Planning Council website listings (for an example go to <https://www.longtermcarelink.net/>)
- monthly articles for your email campaigns or blogs (for an example go to http://www.carenorthcarolina.org/NC-Raleigh_Advisory_Board.htm)

The National Care Planning Council has designed a number of brochures and unique booklets for you to use in promoting your practice.

Finally, you can arrange for phone support, coaching and mentoring to help you along the way become successful.

About the National Care Planning Council

The majority of Americans do not plan for the future need for the final years of life, for long term care living arrangements or for eldercare. Even when confronted with statistics that would suggest doing some planning, it is our experience that the elderly and their families choose to ignore the reality of needing this type of planning. As an example, when the need for eldercare arises due to cognitive impairment, injury or illness, the children or siblings of the elderly needing care often go into crisis mode. They simply aren't prepared. Family caregivers are increasingly in the work force and usually have their own personal family issues. They don't have the time to become involved in caring for their loved ones. Because of the family's lack of planning, they don't know where to turn or what to do or where to find services or advice. They need to find help quickly but are frustrated about the apparent lack of help or resources available.

Unfortunately there is no central source for caregivers seeking answers or advice. Many senior services are not generally advertised in the community. And even for those that are advertised, the public does not really understand their function. To make matters worse, those who provide

the advice and the indispensable care managers are often hidden from view. Even for government senior services information sources, few people know they exist or where to find them.

The National Care Planning Council was created to help solve this national dilemma with eldercare and planning for the final years by providing a free central source of information, advice and services for caregivers seeking help for their loved ones. Although the national site is primarily a listing and marketing support service, we are providing this personal one-on-one service to caregivers through our State Care Planning Councils and their websites. Local Planning Councils are also a free, one-stop shopping service for family members looking for help.

Another purpose of the NCPC is to encourage people to plan for the future need for long term care. We provide education, promotional materials and workshops to accomplish this goal. Membership in the National Care Planning Council includes some of the following benefits:

9 Ways You to Grow Your Business by Being a Member of the National Care Planning Council.

1. Get valuable Internet listing exposure on a website popular with 500,000 unique visitors a year who are seeking assistance for aging seniors.
2. Receive coaching, monthly statistics and free tweaking of your Internet listing to maximize your results.
3. Become a member of your State Care Planning Council to provide additional Internet listing exposure in a different format to a different market segment.
4. Receive marketing support in the form of free brochures, special listings, special Internet arrangements, free press releases and much more.
5. Have access to our powerful marketing systems and expand your reach to new clients or customers that your competitors are unable to access.
6. Purchase at a discount, valuable training materials to give you expertise that others in your area of endeavor do not have.
7. Have access to free ghostwritten articles that you can use for your blogs, your websites, your email campaigns, to place in local publications or for any other similar purpose.
8. Use the NCPC logo and promote yourself as a member on your website, on brochures and any other place where it might benefit your standing in the community.
9. Form a local Planning Council in your area to open new doors for your services that you could not open in any other way.

