



Marketing to Die For ... Without Killing Your Budget

A Three-part Audio Teleseminar Series

With Trisha Menoni and Angie Landmesser

**What does it take to grow a Private Duty Home Care business
from Zero To \$3.5 million in only 3½ years?**

It takes innovation, creativity, passion and persistence. In this down-home, practical marketing teleseminar series, Angie Landmesser and Trisha Menoni give you the details of their innovation and creativity. They tell you step by step how to apply their ideas to get more referrals that turn into admissions. They'll stimulate your thinking to come up with your own innovative ideas that will work for you in your marketplace.

**Session #3 – “Rules 6 through 10” – Thursday, April 19, 2007
1:00 p.m. Eastern**

In this third teleseminar, we'll discuss with Trisha and Angie the chapters 6 through 10 of their new book, *Marketing to Die For ... without Killing Your Budget*

Objectives: As a result of this program, you will be able to discuss the following rules:

6. “Create a Customer for Life ... and the Afterlife
7. “Don't Spray and Pray”
8. “Time is Money”
9. “The Pen is mightier than the Computer”
10. “Just Do it!”

Rule 6. “Create a Customer for Life ... and the Afterlife

“A wise man continues to court his wife even after they are married.”

- Our Appreciation of clients is as simple as ...
- Referral sources receive ...
- Market to former clients...
- Holidays and special occasions

Killer Idea: Marketing to Dead Clients!

Budget Killer: Forgetting the hand that feeds you

Rule 7. “Don’t Spray and Pray”

- Pareto’s Principle – 80/20
- Analyze, Analyze, Analyze

“Fall in love with your ideas, but don’t marry them!”

Budget Killer: Maybe. Someday.

Rule 8. “Time is Money’

- Plan Ahead
- Finding Help – “If you feed them, they will come”

Killer Idea: Have “on hold” projects in stock for on-hold on the telephone

Budget Killer: Not being prepared

Rule 9. “The Pen is mightier than the Computer.”

*“The information superhighway is gridlocked.
The purpose of marketing is to get the message out.”*

- Get Personal

Killer Idea: Show them you care.

Budget Killer: Failure to clean out that database

Rule 10. “Just Do it!”

- Keep your eyes and ears open for new ideas that you can make your own
- Brand yourself by building a theme
- Know who your potential customer is and sell them with the familiar
- Present with quality, from the way you look to the way your materials look
- Make sure your employees know your message and deliver it
- Leave little ways for clients to find their way back to you
- Align yourself with professional organizations
- Network with a purpose in mind
- Continue to appreciate your current and former clients
- Remember Pareto’s Principle.

*“A poor idea implemented will give you more results
than a great idea not implemented.”*

Other Resources for Your Marketing Team

Marketing to Die For ... Without Killing Your Budget

By Angie Landmesser and Trisha Menoni

This e-manual contains all the details you'll need to put the ideas in this teleseminar to use and will make a perfect companion to the CDs from this teleseminar series. Downloadable PDF format.

Making the Approach: Advanced Training for Home Care Sales Professionals

By Michael Giudicissi

An e-manual that you can download from our web site to your computer, this book describes in much more detail all of the information that Michael shared with you in his teleseminar series. The e-book and audio CDs from this series will make an excellent personal sales training program for your new sales reps.

The Joy of Selling: Breakthrough Ideas that lead to Success in Sales

By Steve Chandler

Steve Chandler delivers over 50 powerful ideas guaranteed to stimulate fantastic sales success. Drawing on his extensive experience in the field, and using the most up-to-date psychological tools available, Chandler illustrates ways for both the novice and the seasoned pro to reach new heights of business prosperity.

The Customer Service Companion

By C. Leslie Charles

This is a handbook of beautifully written reminders of the key principles for providing exceptional customer experiences.

Strategic Marketing: The Top Ten Techniques of Highly Effective Home Care Marketers

By Stephen Tweed and Jason Tweed.

This e-manual describes in detail the research conducted by Leading Home Care in identifying the top marketing techniques in home care. Stephen and Jason give you a detailed description of each technique, and how you can apply it to grow your home care company. Downloadable PDF format.

Increase Your Income Selling to Bank Trust Officers and Other Trusted Advisors

By Michael Sullivan and Stephen Tweed

This e-manual gives you all you need to know to identify Bank Trust Officers and other trusted advisors who are in key positions to refer high-net-worth individuals to your Private Duty Home Care company. Downloadable PDF format.

Please visit www.leadinghomecare.com and www.privatedutytoday.com.

About your Teleseminar Team

Trisha Menoni, RN, received her degree in nursing in 1969, and worked in a variety of acute care settings until 1994. A move to the Chicago area shifted her nursing career from the acute care setting to Private Duty Home Care. In April, 2003, she founded Partners in Senior Care, a full service company providing care management and private duty caregivers. She is a member of the National Private Duty Association, the National Association of Professional Geriatric Care Managers, and Life Services Network of Illinois.



Angie Landmesser graduated in 1993 with a BA in Communications and Theatre. Before joining her mother, Trisha, in 2003 to form Partners in Senior Care, Angie had an extensive background in graphic design and video editing. She has successfully learned the business of geriatric care management and is a recognized provider of quality care by professionals in the community. Angie is currently on the Board of Directors of Illinois Continuity of Care.

Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of **Leading Home Care ...a Tweed Jeffries company**. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of *Strategic Focus: A Gameplan for Developing Competitive Advantage*, and co-author of four books specifically for home care leaders.



He is the Editor and Publisher of **Stephen Tweed's Leading Home Care Report**, the largest electronic newsletter for home care leaders, and the publisher of **Private Duty Today**, the leading electronic newsletter for Private Duty Home Care.