



Building your Brand Awareness with Public Relations, Public Speaking, and Networking

Session II: October 7, 2004

1:00 p.m. Eastern Time

A key competency of home care leaders is growing the business. Business growth comes from sales, marketing, customer service, and effective staffing. In this series, you'll get the results of our year-long study of the top ten techniques for marketing home care services. You'll find out what works, and what doesn't. Then you'll get specific instructions on how to apply the most effective marketing techniques in our industry.

Objectives for this program:

As a result of participating in this teleseminar, you will be able to ...

1. Describe How, When, and Where to use public relations
2. Discuss how to build relationships with your local media
3. Demonstrate how to put together an audience grabbing public speech that will have your audience asking for more information
4. Describe how to book speaking opportunities with the right audiences
5. Explain how to use networking and involvement in service clubs to build your brand awareness
6. Discuss where to network to get the best bang for the time you spend.

I. How, When, and Where to use Public Relations

A. Media Relations

1. Three types of stories that can work for you
 - a.
 - b.
 - c.
2. Getting TV & Radio publicity
3. Tips on getting FREE publicity in the media



B. Community Relations

II. How to put together an audience grabbing public speech that will have your audience asking for more information

- A. Define your target audience
- B. Determine what's on their *"worry list"*
- C. Carefully craft your content
- D. Create an intriguing title
- E. Use eye catching visuals
- F. Prepare a useful and informative handout
- G. Write out your opening and your closing
- H. Practice, practice, practice
- I. Arrive early to set up and check out the room
- J. Greet the audience when they arrive
- K. Write out your introduction
- L. Just be yourself. Have fun with your audience.



III. How to book speaking opportunities with the right audiences

IV. How to use networking and involvement in service clubs to build your brand awareness



V. Where to network to get the best bang for the time you spend

“Fish where the big fish live.”



Discussion Questions

Following the conclusion of the teleseminar, gather your marketing team and discuss the following questions:

1. What are some ideas for newsworthy stories that we can pitch to the local media?
2. What events or activities can we be involved in to develop community relationships?
3. What are some important topics on which we can offer speeches or seminars?
4. Where will we get the best return on our networking time?

Field Work for Next Session

Our next session in the marketing teleseminar series will focus on direct mail, newsletters, and electronic marketing.

During the next two weeks, keep every piece of “junk” mail you receive at work or at home. Take an hour and read through the “junk” mail. See what you can learn by looking at the techniques used by direct mail marketers.

Take 30 minutes and surf the web, looking at the web sites of other home care companies. What can you learn by looking at other web sites?

Questions for Stephen & Jason. You will have an opportunity to ask questions during the teleseminar. However, you may also send your questions in advance so that we will be sure to answer them for you. Please e-mail your questions to:

Jason@leadinghomecare.com.

Additional Resources to help you Grow Your Home Care Business

In addition to the four teleseminars in this series, there are other resources available to you from **Leading Home Care:**

CDs from past Teleseminars

CDs are still available from our Spring 2004 teleseminar series,

Relationship Selling and Persuasion Skills for Home Care Leaders

January 8, 2004 - The Seven Step Relationship Selling Process

February 5, 2004 - Special Skills for Communicating with Physicians - with Dr. M. Tray Dunaway

March 4, 2004 - Developing Client Rapport and Building Customer Relationships

April 1, 2004 (No Fooling) - Mastering Persuasion: Closing the sale

FREE Articles

There are a number of free articles posted on our web site that will help you apply these sales and marketing principles to your business. Log on at www.leadinghomecare.com and click on the FREE Articles link at the lower left of the page.

FREE Electronic Newsletter

Register for your person subscription to *Stephen Tweed's Leading Home Care Report*, the bi-weekly electronic newsletter for home care CEOs and executives who want to grow their businesses and multiply performance.

Top Ten Techniques eManual

As a pioneer in applying technology to bring you information and expertise to grow your business, Leading Home Care is bringing out a series of digital documents for "eManuals." These are books and manuals published electronically which you can download immediately from our web site into your computer. Several of these eBooks and eManuals are already available.

The eManual, *The Top Ten Techniques of Highly Effective Home Care Marketers*, will be available by September 30, 2004. Go to our web site or watch the newsletter for an announcement.

About your Leading Home Care Teleseminar Team

Stephen Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Jason Tweed



Jason Tweed is the Director of Business Development for Leading Home Care. He is responsible for the design and implementation of all of our electronic marketing, and for customer service and order fulfillment. A graduate of the School of Communications at Edinboro University of Pennsylvania, Jason has spent the last 14 years working in a variety of communication and business development positions with a large insurance company, a public utility, a consulting firm, and a community service organization. Since 2002, Jason has led the business development efforts at Leading Home Care. Jason also operates BSG marketing, an Internet marketing company. He and his wife Kristen live in Reading, PA, and are the proud parents of Twins... Jason Andrew and Ainsley Grace (Stephen & Elizabeth's first grandchildren!!!)

Dan Cassin



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service. Dan also serves as the moderator for our various teleseminar series here at Leading Home Care.