



## 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 #2 – “Rules 2 through 5” – Thursday, April 5, 2007  
1:00 p.m. Eastern**

In this second teleseminar, we'll discuss with Trisha and Angie Chapters 2 through 5 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:

2. “Don’t Sell Ice to Eskimos”
3. “Marketing isn’t just Materials”
4. “The Reese’s pieces® Rule
5. You are Known by the Company You Keep

## Rule #2 – Don't Sell Ice to the Eskimos

“Why would you want to work that hard?”

- Know your audience
- What do your customers want?
  - Professional Referral Sources
  - Friends or relatives of the client
- What do your materials say about the services you provide?
  - Business Cards
  - Brochures
  - Stationery
  - Sticky Notes
  - Postcards

**Killer Idea:** Use the back of your business card to add your mission statement or other message.

**Killer Idea:** Invest in a laser printer so that materials we produce “in house” look professional.

**Budget Killer:** Keeping it in the cupboard. No matter how great your materials, they will do no good unless you get them out the door!

## Rule #3 – Marketing Isn't Just Materials

“Market to your employees. Everyone who works for you is marketing for you. They just might not know that they are!”

- It begins with orientation ...
- The caregiver starts the case ...
  - Day One
  - Day Two
  - Week Two

- Every paycheck gets a stuffer every week
- Annual Evaluation
- Continuing Education of Caregivers

**Killer Idea: Employee reward system**

- Caregiver Council

**Budget Killer:** Failing to invest in your employees

**Rule # 4 – The Reese’s pieces® Rule**

*“Leave little ways for clients to find their way back to you!”*

- Speaking Engagements
- Handouts

**Killer Idea:** Set up a Speakers Bureau of other elder care experts

- Press Releases & News Articles
- Promotional Items
  - “The best promotional items are inexpensive and consumable.”
    - Candy boxes
    - Gift bags
    - Gift baskets
    - Miniature plants
    - Tea cards

**Rule #5 – You are Known by the Company You Keep**

*“You gain credibility by association”*

**Killer Idea:** Join a reputable organization or association and be an active member.

**Budget Killer:** referring to a poor quality agency

## 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](http://www.leadinghomecare.com) and [www.privatedutytoday.com](http://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.