

Here is the FREE REPORT You Requested:

**“Double Your
Senior Service’s Profits in
121 Days or Less”
Even In a Tough Economy**

**By Valerie VanBooven RN, BSN, PGCM
LTC Expert Publications, LLC**

Turning Senior Services Into Money Machines

Why did you respond to my ad and ask for this report? Hopefully, for these five very important and brutally honest reasons:

- 1. You are very unhappy (disgusted?) with the money you get to take home from your senior service.**
- 2. You would be thrilled to do less work, especially less HARD work, but make more money.**
- 3. You detest “cheapest price competition” and would prefer to promote your senior service differently.**
- 4. You do an outstanding job of operating a senior service, but you know you lack the knowledge, skills, savvy, and experience to properly market your senior service.**
- 5. You are sick and tired of all the so-called advertising experts that sell advertising to senior services that never work.**

If you know in your heart that you should be making more money, I've got the **PROVEN**, very different, marketing secrets that can blow the lid off your income almost overnight.

**How To Get More Really Good Customers In a Month Than You Now Get All Year!
With Half the Effort,
For Twice the Profit.**

Dear Friend and Senior Service Operator, Owner, Marketer,

Are You Working Too Hard For Far Too Little?

Hi, I'm Valerie VanBooven, Registered Nurse, author of "Aging Answers" and President of LTC Expert Publications, LLC. Over the past 5 years I've taught countless financial planners, elder law attorneys, and other senior service providers how to dramatically and very quickly improve their businesses AND create a constant predictable stream of new customers flowing to them.

I've been in the health care industry for over 16 years. It took me several years to shed the "baggage" I learned in college to become an extremely successful marketer of senior services. I have been quoted in Time Magazine, Associated Press, Senior Market Advisor, appeared on NBC's Today Show, CNNFN's "Your Money" with Ali Veshi, and hosted my own radio show in St. Louis, MO for 3 years (now airing nationwide in select markets). **I've turned "comfortable" practices into million dollar practices.**

I discovered the real secrets to attracting new customers like moths to a light on a hot and steamy summer night. I developed and then tested dozens and dozens of strategies that keep senior services swamped with new customers for their businesses.

I Became a Specialist In Teaching Senior Service Owners My Unique Business And Profit Boosting Strategies.

If you'd like to dramatically increase **YOUR** senior service's income then reading this REPORT very carefully, in it's entirety, is going to be THE most profitable and important thing you do all week, all month, maybe this year.

Maybe you're not much of a reader. (I'm not.) Well, THIS is so important you just *have* to read it. So get yourself a Coke™, a cup of coffee or a nice glass of ice cold water, take the phone off the hook, bolt the door, do whatever you gotta do to give this your full and undivided attention.

Have you ever said this to yourself or your spouse?

"My (home care agency, private duty, assisted living, nursing home, adult day care, retirement community) is GREAT! If I could only get more people to give us a try, or refer their patients to us, I know they would want to use our services."

You know what? I understand exactly how frustrating it is to feel like this. You know you do a great job. You work long hours and run a tight ship. You are constantly monitoring the quality of the services provided, and you keep an eye on cost. However, if attention to all these details were all that was needed to get rich in the senior services business you would be rolling in dough. But

Secret #1: Being Good Is Not Good Enough

Don't fall for the common thought that "If you provide quality caring compassionate service, people will beat a path to your door." Yeah, right. In today's incredibly hectic world, nobody's beating a path to anybody's door. And in every field including this one, some of the "best" senior service providers ARE NOT MAKING ANY MONEY. And here's why:

Even The Best Senior Service In The World Will Struggle And Suffer, Even Go Broke Without A Steady Flow Of New, Good Customers

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Like it or not, making big money in a senior service business is NOT about caring for clients, or operations. It's all about the marketing of your business. I know this shouldn't be true BUT it is. You can fight it and go broke OR you can CHANGE! – and enthusiastically embrace it and make lots of money. (If and when you make this giant, mental paradigm shift, you instantly gain an enormous competitive edge over everybody else in your area. You'll beat the pants off your competition!)

Most people that sell advertising to senior services don't care whether the advertisements work or not. Surprised? Reality is, they are selling advertising space not results. There is so much turn over in the senior service business that if your business goes under, in a couple of months there will be someone else who will take over your location and they will need advertising. Knowing that, do you think that your advertising sales rep stays awake late at night trying to make sure you advertising really works?

Absolutely, Positively, NOT!

If you had the money leftover after paying all your bills to do any advertising, you probably found that whatever you tried didn't work. Unless the ads were free (like when does that happen?), the sales they generated didn't even cover the cost of the ad, let alone bring you the flood of customers that the advertising sales representative led you to think you were going to get.

So, disappointed and frustrated, you've probably set "marketing" aside and directed all of your attention to "management"- lowering your costs, making sure the staff shows up for work and if they actually do, that they don't steal from you and that they actually work, making sure your supplier actually sent you what you ordered and if not, run out and purchase what you need, or all of the other stuff that anyone outside the senior service business wouldn't dream of happening, but you have to deal with every cotton-picken day.

Can You Remember a Time In This Business When You Were More Frustrated?

It's not enough that your local, state, and federal governments are breathing down your neck and staying awake at night trying to think up new regulations that will cost you more money or more hassles. Did you know that 90% of jobs come from small business? Why doesn't the government give you some breaks for the people you employ? Sometimes doesn't it feel like the only reason you are in business is to give people jobs and pay taxes?

But if you let these things consume all your time, energy and creativity, you WILL go right out of business sooner or later- because your most important, highest pay-off responsibility must be attracting new customers and keeping customers coming back. Next you have to find new ways to boost profits. (And I'm here to help.)

Let's look on the bright side...

You've managed to survive, maybe even prosper up to now!

However, depending on how positive you are, how good your service is, your location, staff, and a host of other factors, eventually you will face "Profit Erosion". Your revenue and profit start to decline. You begin to wonder if it's worth it. You realize you are NOT getting rich. Far from it. So let's look at how you might use the realities that grind most senior – services down to lift yourself up- from just making a living to making a GREAT living, even getting rich.

Wouldn't it be fantastic if you could spend all of your time dealing with customers that really wanted, I mean were like on a waiting list to get your senior service? And your pricing included a very handsome profit for yourself and you didn't feel one bit guilty because you were the only place they could get what you provided?

How could you make this happen? In a few minutes I will explain exactly and specifically how you can make this happen. By using what I learned through years of trial and error and tens of thousands of dollars of mistakes. These mistakes turned into a marketing "system". This system of ads and strategies attracts new customers and referral sources and brings in existing customers more often and more consistently to spend money! This system attracts only new customers that you want to deal with like a very powerful oversized magnet. This magnet system is so powerful and so specific that it delivers consistent profits over and over again. Just like a robot.

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But for now, I would like to talk to you about the harsh brutal realities of the senior service industry. The truths that other people in this industry dare not talk about. That's because it impacts THEIR livelihood. They make all their money selling advertising, equipment, and supplies to you. That's all THEY care about. I don't have a hidden agenda. I want you to succeed in a big way. My system will be like your own coach to provide support and assistance along the way.

Years ago I was in the same position you might be in right now. I provided great service. I used advertising agency style ads to promote my business. Heck I even knocked on doors!

I tried creating ads on my own. I looked around at what others in the senior service industry were doing and then copied them. You know, the company name in bold print, a list of all the types of services I provided, and then my address and phone number at the bottom.

I did exactly what everybody else was doing- after all, they've been doing the same marketing for years- it must work!

Yeah, right...I almost went broke before I realized that this kind of crappy advertising wasn't even working for the companies that COULD afford to spend money to advertise.

There has to be a better way and I was determined to find it.

My big breakthrough was finding out about a little known method called “DIRECT RESPONSE MARKETING”

Direct response marketing is any marketing that is designed to get a response RIGHT NOW! Roughly put, it's designed to get a prospect's lazy butt off the couch, call you or set up an appointment to visit with you. (or to get a case manager at a hospital to WANT to talk to you!)

I studied the “masters” of direct response marketing and took their best ideas and adapted them to my own business and my income literally shot through the roof. I found a whole new way of attracting exactly the customer that I wanted to deal with.

Let me tell you how I found out about a marketing “myth”.

Image or institutional advertising is what very large companies do. It is based on the premise that by making people “Aware” of your service, or that it “exists” and then somehow trying to make them feel good about using your service.

Image advertising that large companies invest in may work if you have a very, very, very, large budget. I mean millions. However for independent senior service businesses, if you engage in image type of advertising you will probably go broke in a New York minute trying to make it work.

I Spent \$1,300 on a Co-op Mailer that didn't even get me \$200 in sales.

Continual image advertising would have made me go broke. And that's what happens to everyone who doesn't have a bank vault full of gold to try and make it work. Yeah, General Motors and IBM can probably afford it. Maybe. It isn't very efficient. It's like killing a mosquito with a nuclear bomb. Most senior service operators will run out of time and money long before image advertising returns any measurable results.

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Our unique marketing will assure that you will now stand out in the crowd. No “BS”. No more hoping that someone will “feel good” about your senior service and then “hopefully” give it a try or a referral. I’ll show you how to get people excited about using your services. My system cuts to the chase so you get PROVEN advertising that works. I’ll show you how to avoid price competition all together. You will be able to charge what you think is fair! Once I mastered this, price wasn’t even a consideration any longer for my clients.

Direct Response Marketing is designed to achieve a measurable, desirable result in a cost-effective manner. It is designed to pay its own way. It is the only type of marketing you should do for your senior service business.

If an ad doesn’t work once, it won’t work the second, or third or even seventh time either.

I know that goes against everything that you have been told by advertising sales reps and what you generally see. Remember advertising sales people are selling advertising space, not results. If you don’t believe me, next time a sales rep tries to sell you advertising, instead of paying for the ad, offer to pay them a couple of bucks for every person that they can get to use your service. Let me know how you make out. If you want to save some time, I’ll tell you what will happen because I have tried it myself. They’ll look at you kinda funny and say, “Are you crazy?” I am telling you here and now if any advertising doesn’t deliver you a steady flow of new customers, or its effect is not measurable, don’t do it. Stop in your tracks and as loud as you can yell “NO!”

Our system provides you with proven ads and strategies that work over and over again. They work the first time you run them. They work the second, third, fourth time.

One Definition of Insanity is Continuing to Do The Same Things But Expecting Different Results. There Must Be a Better Way.

There is a better way. My system will allow you to capitalize on your strengths as a senior service operator AND provide you with a way to put your marketing on autopilot. It will help you take advantage of the changes happening in the senior market industry. You will be swimming WITH the tide instead of against it! My insider secrets will reveal exactly what the successful senior services are doing all over North America and what you can do too.

This is what it is like to have fun doing what you love to do! Every morning you get up and you know you are going to have enough customers to pay the bills and a handsome profit for yourself. Better yet, these customers love dealing with you. They even take the time to write or call you to thank you for the services you provide. You spend your time making sure the staff is motivated and quality care is being provided. Part of your time you negotiate with suppliers to get better pricing. With the volume of service you provide, you deserve good prices.

In a couple of months many senior service providers in your area experience the “slow season”. But not you. All you do is grab a copy of a PROVEN strategy that your office manager handles during her slow times. And the business keeps rolling in. Your competitors don’t know what happened. After all it wasn’t long ago that you were suffering along with them. They think it is some new service you are providing. Inside you laugh because it has nothing to do with the service, but everything to do with the marketing system you have in place. It runs on autopilot!

Your company can run itself. For the first time in years, you are planning this year’s vacation. Funny it didn’t seem to long ago that things were quite different....

How did you get to be that successful?

There’s only one way you can get there-

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Secret #2: You Must Learn How to Use “Different” Marketing Strategies, So You Can Escape The Competitive Senior Service Rat Race, Have a Predictable And Steady New Customer Flow, and Can Develop Your Senior Service Instead of Just Taking Care Of Your Clients.

You must make the transition from the owner/manager of a senior service to becoming a marketer of your businesses products and services.

Maybe you think you can't do that. But I know you can. I am proof positive that you can. I did not have any advantage over you. I know what you have to go through to make it in this business. I am not super intelligent. In fact, I think the whole reason I figured this out was because I was too stupid to give up. I know what it feels like to think that your whole world might come unraveled. That's how I know I can help you.

I know you can make this leap if you want to. And I'm willing, heck, even anxious to show you how to do that. I wish there was someone there for me when I was starting out. Life's too short to learn everything from scratch. Especially when there have been people ahead of you that have learned what works and what doesn't.

Getting people to try your senior service or refer business to you in this very competitive environment requires a new set of Marketing skills that you'll never get from any traditional source in this industry! The little secrets in marketing that create big numbers are emotions, empathy, and compassion.

Are you surprised that your potential customers couldn't care less what YOU think they need?

The hard cold reality is that people only NEED a roof over their heads and some bread to eat. They wait until complete CRISIS to employ your services.

No One is Forced To Use Your Service! People can choose any one of dozens of other services, or simply rely on family members!

What others think we “need” has nothing to do with what we actually want. And, it is an almost impossible task to convince someone they “need” anything they don't really want.

Even if you could convince someone they need something, **WHY WOULD YOU WANT TO?** If you used all the energy it takes to create interest where none previously exists, and spent it on finding interest that is already there,

You Would Be Able To Get Whatever YOU Want!

And isn't that why you got into the senior service business to begin with? To serve others, and get what YOU want? So do you fight an un-winnable battle against human nature, or do you become one with it, and win every time?

To have any degree of success, you must attract new customers with what **THEY** really want. Once you have established a solid relationship with that customer (and remember your customers are not just seniors, but ALL of your referral sources!), repeat sales and referrals will happen just as easily as a hot knife going through butter! That way you'll be rich and they'll have what they want and everyone wins! What could be better than that?

It's truly amazing to me that we have been taught to market to the exact opposite of human nature. We are taught to take the services we have available, and find people to sell them to. Which is the exact opposite of what we should be doing. That's right.

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We are taught to market exactly backwards! You have to find out what people are really interested in- then market to those “wants” !

Think about yourself. You're no different than your potential customers and referral sources. If you couldn't care less about something, you won't respond either!

Target marketing isn't finding new potential customers...It's finding people who want something, and letting them buy it!!!!

I discovered that I couldn't sell people what I thought they needed. I started finding out what they wanted. The more I asked, the more they told me. Then I started doing what they told me, and my sales skyrocketed! My system shows you exactly and specifically how to do this in 6 easy components:

MONEYMAKING COMPONENT #1: No Brainer, Fast Implementation

First, in general, I've made implementation an 80% "no-brainer," because I have done 80% of the work for you. In addition to teaching on the 6 CDs in the Kit, I have taken 5 different senior service businesses and treated each one as a private, paying client, and created complete direct marketing/Amazing Senior Service **Marketing** Systems for each one, including all of the "power documents": prospecting and sales letters, ads, postcards, and so on.

And these documents are all marked "Copyright Free," which gives you permission to take them and use them, virtually as-is! (When I am paid to develop ONE collection of documents, for one client, I am typically paid \$2000.00 to as much as \$5,000.00 plus royalties, so there is over \$10,000.00 worth of copywriting services provided in this Kit!)

Now, here's the best part: Information and ideas are fine, but *let's bridge the gap to implementation*. YOUR senior service business or sales career will match up with (at least) one of these categories so perfectly, you will be able to "steal" and use those "power documents" and strategies outright, just as if they were created for you ... only very minor adaptation necessary!

The Kit covers business-to-business marketing situations, to-consumer situations, professional practices, direct sales and network marketing, on and on. And just about everybody who gets this Kit finds one category to be a very close match ... they learn and "borrow" from ALL the materials, AND they are able to instantly and easily apply the tools from the one category best matched to their business.

MONEYMAKING COMPONENT #2:

Don't mistake this Kit for a big collection of "form letters," by the way. SOME of my Marketing Systems are "letter driven." But virtually EVERY possible media; every effective method of getting your "marketing message" out to your target markets is included in my Systems. My Amazing Senior Service Marketing System is a comprehensive, integrated package of help with marketing messages, target marketing, and every media and method.

MONEYMAKING COMPONENT #3:

CD #1 "walks" you through every page, every 'power document', every tool, every example in the Kit. Sit down for about a half-hour at your desk or kitchen table, with the Kit, listen to this first CD, and you will understand everything in the Kit, where it is, why it's there, how it is to be used. This way, you quickly set up your own "cafeteria line," so you can go back through the line, pick out the strategy and "tools" most relevant to your business right now, get those up and running, working for you, and then go back through the line and pick another system, etc.

Oh, and don't worry about the "how to eat an elephant problem" here -- the answer IS "one bite at a time." This Kit is NOT something you're going to zip through once, put on a shelf and never go back to. Not at all! It IS a true "tool kit" you'll keep going back to, time after time, month after month. And each time you choose and put to work a System, a strategy, or tool, you will AGAIN simplify your business, strengthen your marketing, increase your income!

MONEYMAKING COMPONENT #4: **A "Crash Course" In Senior Service Marketing**

CDs #2, 3, 4 and 5 give you a fast, crash course in these unusual, powerful marketing strategies. These unique CDs condense my answers to a full day of interviewing about all of my marketing methods.....it's a total "brain drain".....and it's eminently listenable. I promise you: you're going to EAGERLY listen to these four CDs over and over again, making new discoveries every time! If you have business associates, get them to listen to these 4 CDs, and they'll instantly have their minds opened to these new approaches.

MONEYMAKING COMPONENT #5: **Get Off To A Super-Fast Start ...**

CD #6 is the "Fast Start CD." Here, I focus only on a couple of the most powerful, easy to master, easy to implement Senior Service Marketing Systems you can very quickly see great results from.

MONEYMAKING COMPONENT #6: **Hands-On, Personal Assistance:** **A \$900.00+ Consultation Value!**

You get TWO "2nd Opinion Critique Certificates" -- each lets you send any one printed promotional item for your business to me for my personal feedback, by mail or FAX. You can send in an ad, letter, brochure, whatever. You get advice from me on what you've done well, what you haven't, and how to improve it. (By the way, a warning: I'm rather blunt. I may hurt your feelings. But I WILL improve what you're doing!)

As a consultant, I frequently provide this 2nd Opinion Critique Service to many companies, entrepreneurs, even ad agencies, and charge \$200.00 per Critique, so this IS a very real \$400.00 value. However, it can certainly be worth a whole lot more to you.

You ALSO get a "My #1 Marketing Challenge Consultation Coupon." I will respond to your most vexing marketing challenge. I regularly charge \$500.00 per hour for consulting, but this is included for you at no added charge

An Incredibly Valuable Fast Action BONUS Offer:

I've also reserved a copy of my Special Report *"How To Solve All Your Senior Service Advertising, Marketing & Sales Problems, Fast And Forever"* -- and the three "Bonus Reports" offered to the first 62 buyers, and you keep that Report and the "Bonus Reports" even if you choose to return everything else for a refund.

The three "Bonus Reports" are extremely powerful:

1. **"How To (At Least) Double The Results From Your Yellow Pages, Coupon And Other 'Print' Advertising."**
2. **"How To Turn Mailing Lists Into Money: Sophisticated Target Marketing Made Simple."** This Report shows you how to obtain the names, addresses, etc. of the people most likely to buy your services or products.
3. **"How To Print All The Money You Want Legally."** This Report shows you how to create "lead generation magnets", "widgets", and "secondary reason for response."

“How much will these strategies cost to get started?”

That's a fair question. Some of these strategies cost virtually nothing and others cost up to a couple thousand dollars to implement. Many of these strategies will cost less than \$200 and you will see immediate profits from them. Remember, I was flat broke when I started switching over to these strategies. I'd failed with costly advertising. You are probably in better financial shape than I was. You're probably more experienced than I was.

“What if my cash flow is tight right now?”

That's OK. You can use some of the strategies that cost nothing to get started. These strategies take a little bit more time, but if you're broke you probably have lots of time. Then once they start making you money, you can start doing some of the other strategies.

My first strategy cost me \$150 and returned \$1467 in sales initially growing to several thousand dollars over several months. Not a bad return on investment!

Chances Are You Would Waste More Money On Advertising That Doesn't Work Than You'd Spend On These Powerful Money Making Strategies

You'll probably waste hundreds if not thousands of dollars this year on ads that don't work. If you add up your flyers, newspaper ads, yellow pages ads, handouts, money mailers, and other marketing efforts, you'll realize that you waste a heck of a lot of money on ads that just don't work.

Save all that money that you would have wasted and instead become a student of emotional direct response marketing. If you do you'll be well on your way to doubling the profits of your senior service business.

“How long before I start to see results?”

Some strategies produce results immediately. You can start using them today and see results this week. Others will take a week to 10 days and some others will take a few months. Within 6 months, you won't be able to remember how it felt to not have enough business. Within the first four weeks, you will know that you have made a very smart decision grabbing onto my system and putting it to work for you.

“Do You Guarantee This Will Work?”

Absolutely. I guarantee my marketing strategies in 2 ways.

Your first Guarantee: You have TWO full months to examine everything, use what you wish, and, if for any reason or even no reason, you want a full refund, just return everything and you'll get your money back immediately. NO questions asked. You do not need a "my dog ate my homework story." No one will ask you any questions at all. No hassle. No "fine print." Simple and straightforward; you are thrilled with what you get in my system or you get a full refund. And, incidentally, I'm devoted to the goal of only having satisfied customers. If you're not going to profit from having my system, I really would prefer to buy it back.

Your SECOND Guarantee: If you keep the system after the two months, I'll ride along with you for another TEN months and if, after a full year from your purchase date, you will show me proof that you used at least one strategy, System, or tool from the Kit, and you will look me in the eye on paper and tell me you did not **put at least \$10,000.00 in your bank account** that you would not have otherwise, send me a note describing your use and failure with the Kit, I will STILL refund every penny you've paid. Even if you've used the Critique and Consultation Coupons, I will STILL refund every penny you've paid -- even after one full year. I want you to put tens of thousands of dollars of income in your bank account, that you know would never have gotten there without my system, or I want to buy it back.

So, TWO FULL MONTHS, unconditional satisfaction guarantee. PLUS an additional TEN MONTHS' conditional guarantee. PLUS all of the Bonus Reports, yours to keep regardless of your decision about everything else.

**This means that you can get, review, and use my system without risking a single penny of your money.
ZERO RISK!**

Ask Yourself This: Would I make a guarantee like that and sign my name to it, if I didn't think the system will far exceed your expectations? I know this system will work for you- no matter what level your business is at right now. That's why I offer such a rock-solid guarantee.

“Do I have to own my own senior service business to make all this work?”

No. If you are thinking of getting into the senior service business in any regard, you will benefit **IMMENSELY** by having this information **BEFORE** you get started. It will literally save you thousands of dollars.

“What if I have a concept that I want to market?”

Much of the material covered can be adapted to virtually any senior service business. You will see real examples of marketing that works. Also secrets on how to market your idea in the senior service industry.

“What kind of equipment do I need to do this?”

None. The majority of the strategies are designed to build your existing senior services sales.

“Does it matter what kind of facility or office I work out of?”

No. The Amazing Senior Service Marketing System is designed for any senior service arrangement. These strategies work for small businesses and large corporations.

“What if I have almost NO capital at this time?”

I started my senior service business many years ago in the same situation. You will find many ways to save money and expand your existing business. Then you can implement these strategies in stages as you can afford them.

“Why should I pay you? Couldn't I just figure this out by myself?”

Of course you could. Just as I did. Simply allow yourself 16 years of time, and tens of thousands of dollars for testing, and you are all set. Cavett Robert, the founder of the National Speakers Association, said, “Experience is not the best teacher because the tuition is too high. Learn from other people's experience!”

“Will this work for a franchise?”

Yes. This works equally well for franchises. Most of the ads I have seen that franchisers supply are not the type of emotional direct response advertising I prefer. They may show you how to get people into the system, but nothing about longevity, private pay, or referrals.

My marketing strategies are entirely different than anything you have seen before. They generate qualified customers for you. These strategies deliver customers on a predictable basis every single day.

“What makes your methods so special?”

Plenty. As a matter of fact there is almost nothing I do that is taught by other people in the senior service industry. My strategies get people to come to you. Your customers will be convinced that you are their saving grace. Interestingly, when advertising people see my ads, they say, “Where is the white space?” “How about your logo?” “Let's make the name of your company bigger and put that in the top of the ad.” “It's too non-traditional it won't work.” The reality is that all of those things don't matter a hill of beans to get results.

The truth is that you have only one option if you want to make money in this business. Just one, if you want to stop feeling like a victim of these times. As a very smart professional speaker, Lee Milteer says, “There are no victims, only volunteers!” The single choice you have is to get educated real quick on how to do results oriented marketing. Use this system and stop being a voluntary victim.

“Will this work for my senior service?”

No doubt about it. This works for in-home care agencies, adult day care operators, marketing professionals for nursing homes, assisted living facilities, private duty, medical equipment suppliers, retirement communities, personal emergency response system franchises, elder law attorneys, financial advisors catering to seniors- virtually any kind of senior service you can imagine. It is designed to solve the marketing problems all senior services have, which is how to get new customers, how to get more referrals, and how to convert all of this into regular, predictable business over time.

“I'm very skeptical about joining. I've been burned many times by things I buy through the mail. Your system sounds really good, maybe too good to be true. How do I know I will be getting my money's worth?”

That's what I call natural skepticism. We've given you the most solid guarantees of anyone's programs that we have ever seen. (How many companies give you 2 guarantees and 12 months to try it out?)

I don't have any hidden agenda. I want you to succeed in a big way. My system reveals everything I have ever seen, learned, observed, or done THAT WORKS in the senior service market. It's like your own personal coach to provide support and guidance along the way.

I've done the hard part for you. Everything is perfected. Some of the items are ready for you to use immediately. All you have to do is plug in your name and company. You don't need to "reinvent the wheel". You could go and spend hundreds of thousands of dollars of your own money and years trying to put all of this together on your own- but why? –when I'm prepared to hand it to you on a silver platter AND guarantee its impact on your business!

“So how much does this darned thing cost anyway?”

Most people guess we're into the \$500.00 to \$1,000.00 price range. **Fortunately, we are not.**

I'm prepared to offer you this material at the lowest price it will ever be available for... The price for everything included with my "Amazing Senior Service Marketing System," under the terms of a limited time **only special**, is only \$399.00.

An Incredibly Valuable Fast Action BONUS Offer:

I've also reserved a copy of my Special Report "*How To Solve All Your Senior Service Advertising, Marketing & Sales Problems, Fast And Forever*" -- and the three "Bonus Reports" offered to the first 62 buyers, and you keep that Report and the "Bonus Reports" even if you choose to return everything else for a refund.

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3. **"How To Print All The Money You Want Legally."** This Report shows you how to create "lead generation magnets", "widgets", and "secondary reason for response."

What do you have to lose?

Absolutely nothing.

What do you have to gain?

Absolutely everything!

My final thoughts:

When Lee Iococa was asked what single "quality" he looked for in the people he chose as his top, key associates, he instantly said: the ability to make a decision.

Even though I know I'm giving you the bargain of the century, I also know that \$399 is a significant decision for a whole lot of folks. Maybe it is for you. Believe me, I understand; I've been there. But if you DO have to struggle over such an amount, I have to tell you:

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future financial security. If you are NOT, and you turn your back on me now, then how and when are things going to change for the better in your life? Sure, you might hit the lottery. But don't hold your breath. Stop trying to swim upstream. Go with what works. Get my guaranteed, proven SYSTEM. Decide right now to create the kind of business, income and lifestyle you and your family deserves.

Or if you are already pretty successful, then do what ALL champions do, decide to better your best. To get the extra edge. To excel.

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Sincerely,

Valerie VanBooven RN, BSN, PGCM
President, LTC Expert Publications, LLC

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