

# START YOUR OWN TRANSITIONAL HOUSING PROGRAM

BUILD MONTHLY CASHFLOW  
WHILE PREVENTING HOMELESSNESS

Workbook & Step-by-Step Guide



CREATE CHANGE.  
BUILD STABILITY.  
GENERATE INCOME.



by  
*Aries Williams*

A STEP-BY-STEP GUIDE TO LAUNCHING  
& OPERATING A SUCCESSFUL TRANSITIONAL HOUSING PROGRAM

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All request for permission should be addressed by email to,  
[Info@NewHabitTransitionalHousing.com](mailto:Info@NewHabitTransitionalHousing.com)

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Starting and operating a housing program or business involves risk and varies based on individual effort, location, market conditions, and decision-making.

The reader is responsible for conducting their own research, due diligence, and complying with all local, state, and federal laws and regulations.

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# Introduction & Overview

I created this Book to share my knowledge, experience, and success in opening and operating transitional and supportive housing programs. I want to walk you through the tools that worked for me, the lessons I learned, and the structured formula you can follow to build a successful housing program of your own.

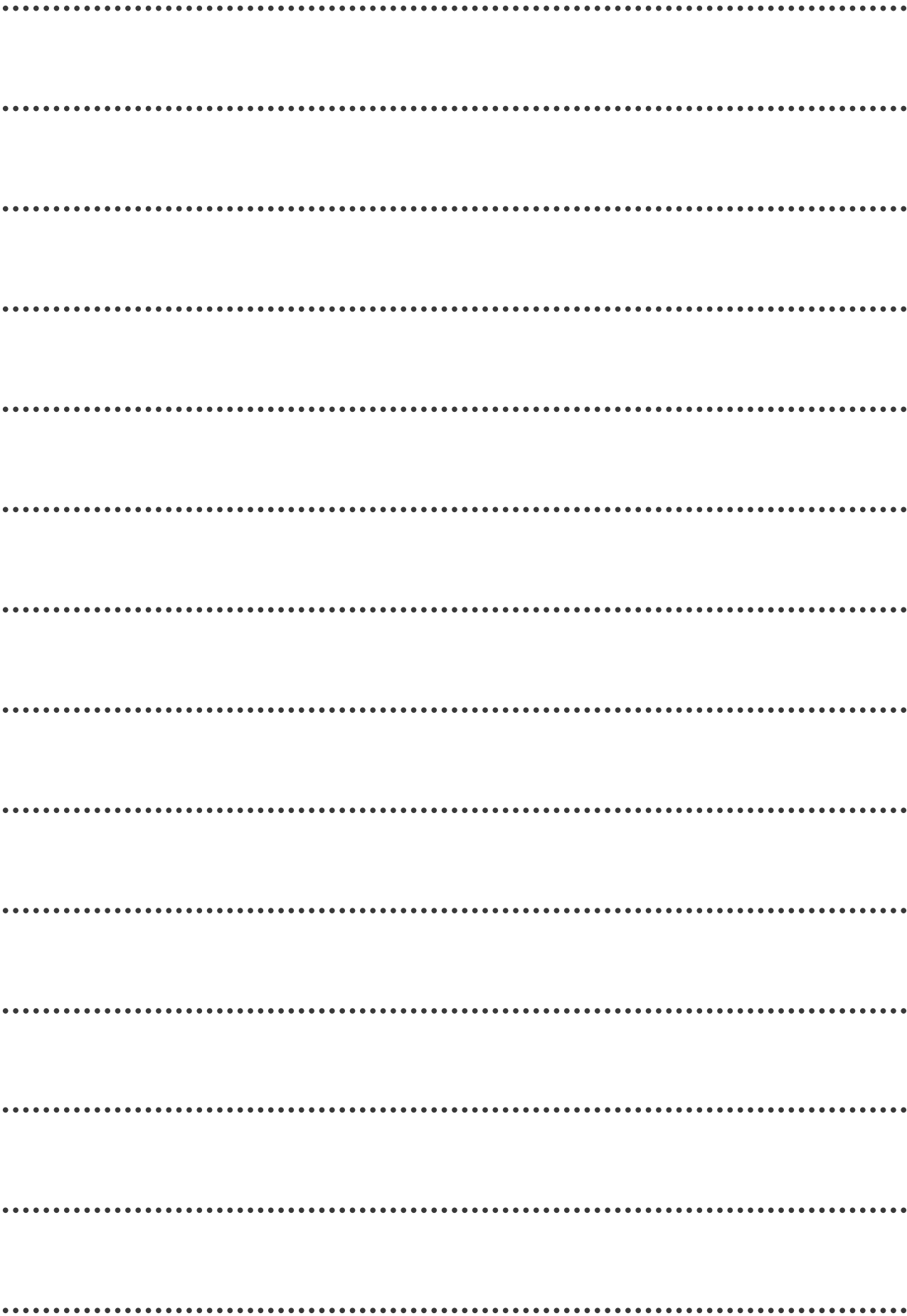
What led me into this work was not just business ambition, it was personal exposure. I had a front-row seat to witnessing individuals in my community fall victim to drug abuse, depression, incarceration, abuse, neglect, and homelessness, including members of my own family. Those experiences opened my eyes to the gaps in our communities and the lack of stable, structured environments for people trying to rebuild their lives.

I saw the need for safe housing, and real support systems.

If you have a generous spirit, a passion for helping others, and a desire to provide safe housing to individuals in need, this book is for you. If you've ever thought about opening a transitional housing program, supportive living home, or sober living environment, understand that you are not here by accident.

In this book, I will show you how to create structure, stability, and sustainable income, while improving your community and preventing homelessness.





## BONUS

# Housing Program Inspection Readiness Checklist

Property Address: \_\_\_\_\_

Inspection Date: \_\_\_\_\_

### Utilities & Systems

- Electricity is active
- Water is active
- Gas (if applicable) is active
- HVAC system operational
- Hot water heater working
- Internet installed (if included in services)

### Fire & Safety Requirements

- Smoke detectors installed in common areas (every floor)
- Carbon monoxide detectors installed
- Fire extinguisher mounted and labeled on each floor
- LED Exit signs above exit doors
- Clear pathways to exits
- Windows open and close properly
- Handrails secure on stairs
- No exposed wiring
- Fire escape plan posted

### Bedrooms

- Bed frames assembled (no mattresses on floor)
- Mattress protectors on beds

- Adequate space per occupant (per local code)
- Dressers/nightstands in place
- No overcrowding
- Windows accessible for emergency exit

### Bathrooms

- Working toilet(s)
- Working sink(s)
- Working shower/tub
- No leaks
- Proper ventilation
- Slip-resistant mats

### Kitchen

- Refrigerator working
- Stove working
- Microwave working
- Sink drains properly
- No exposed plumbing hazards
- Trash bins available

### General Property Condition

- No mold or water damage
- No pest issues



# 30-DAY OUTREACH & MARKETING CALENDAR

Stay Consistent.  
Build Relationships.  
Change Lives.



30 DAYS OF CONSISTENT ACTION = LONG TERM IMPACT

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>WEEK 1</b> <i>Prepare &amp; Plan</i> 	<b>DAY 1</b>  Define your program & target population.	<b>DAY 2</b>  Create flyers, business cards & info sheet.	<b>DAY 3</b>  Write your introduction script (what you'll say to agencies).	<b>DAY 4</b>  Research & list 15+ organizations (shelters, schools, churches, nonprofits, etc.).	<b>DAY 5</b>  Set up email, organize contact list & tracking system.	<b>DAY 6</b>  Prepare phone script & practice your pitch.	<b>DAY 7</b>  Review everything & get ready for outreach.
<b>WEEK 2</b> <i>Initial Outreach</i> 	<b>DAY 8</b>  Visit 2-3 HOMELESS SHELTERS Give out 10 business cards.	<b>DAY 9</b>  Contact 3 TRADE SCHOOLS Introduce your program & leave information.	<b>DAY 10</b>  Visit 2-3 CHURCHES Introduce your program & give out 10 business cards.	<b>DAY 11</b>  Reach out to 3 NONPROFITS (youth, reentry, recovery, etc.) Give out 10 cards.	<b>DAY 12</b>  Visit your local SOCIAL SERVICES OFFICE Introduce your program.	<b>DAY 13</b>  Visit 2 shelters Give out 10 business cards & build relationships.	<b>DAY 14</b>  Make 10-15 phone calls to organizations on your list.
<b>WEEK 3</b> <i>Follow-Up &amp; Relationships</i> 	<b>DAY 15</b> Follow up with all shelters you visited. Send emails or make calls.	<b>DAY 16</b>  Revisit 2 TRADE SCHOOLS Ask about referral opportunities.	<b>DAY 17</b>  Follow up with CHURCHES Invite them to partner or refer.	<b>DAY 18</b>  Email or call NONPROFITS Check in & build relationships.	<b>DAY 19</b>  Check in with SOCIAL SERVICES Ask about clients in need.	<b>DAY 20</b>  Pass out 10-15 business cards in the community (stores, events, laundromats, etc.).	<b>DAY 21</b>  Review your responses & update your contact list.
<b>WEEK 4</b> <i>Expand &amp; Stay Visible</i> 	<b>DAY 22</b>  Visit 2 more SHELTERS Give out 10 cards & build rapport.	<b>DAY 23</b>  Connect with VOCATIONAL / TRADE PROGRAMS Introduce your program.	<b>DAY 24</b>  Attend a CHURCH EVENT or service. Network & share your program.	<b>DAY 25</b>  Reach out to additional NONPROFITS Expand your referral network.	<b>DAY 26</b>  Revisit SOCIAL SERVICES & follow up on potential referrals.	<b>DAY 27</b>  Distribute 10-15 business cards in high traffic community areas.	<b>DAY 28</b>  Follow up with everyone again. Stay in front of your network.
<b>FINAL DAYS</b> <i>Lock It In</i> 	<b>DAY 29</b>  Make final follow-up calls to all contacts. Be consistent!	<b>DAY 30</b>  Plan your next 30 days. Set bigger goals & keep going!	<b>★ IMPORTANT REMINDER</b> Most referrals come from consistent follow-up, not first contact. Stay visible. Stay professional. Stay consistent.		<b>DAILY ACTION IDEAS (USE AS NEEDED)</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Give out 10-15 business cards</li> <li><input checked="" type="checkbox"/> Visit shelters or community programs</li> <li><input checked="" type="checkbox"/> Reach out to 3-5 organizations</li> <li><input checked="" type="checkbox"/> Make 5-10 phone calls</li> <li><input checked="" type="checkbox"/> Send follow-up emails</li> <li><input checked="" type="checkbox"/> Post your availability online</li> <li><input checked="" type="checkbox"/> Network at community events</li> <li><input checked="" type="checkbox"/> Build relationships, not just referrals</li> </ul>		

### ORGANIZATIONS CONTACTED

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

### FOLLOW-UPS COMPLETED

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

### NOTES

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★ CONSISTENT OUTREACH TODAY CAN CHANGE SOMEONE'S TOMORROW. ★

# A Prayer Over You

As a woman of God, I would like to take the time out and pray with you. First, I would like to say thank you so much God for blessing me with the ability & knowledge to create this book.

I pray that you bless whoever comes across this prayer. I pray that you reveal the broken pieces inside of them and replace it with your healing. I pray that you remove all fear, all anxiety, and depression from their souls. I ask that you cleanse their hearts of any worry or doubt. In the mist of chaos, I pray that you strengthen the minds to seek you first instead of any substance abuse.

The devil comes to steal, kill and destroy but we serve a God who sends his angels ahead of us and protects us. Isaiah 66:9 says that “I will not cause pain without allowing something new to be born”, so God we ask that you fully strip us of who life has turned us out to be and lead us into who you called us to be. I pray that you do a new thing today Lord, whatever it is that we are holding back that we need to show the word, I ask that you reveal it. You are waking us up every morning is a blessing alone; it shows us that we are not done serving our purpose here on earth. God, you tell us to remind you of your word and Judges 6:14 says “ go in the strength you have, for I am with you”, God that tells me that you have placed great strength down on the inside of us, help us to divorce fear, doubt, and procrastination and find that strength you have given us, remind us that with you we are never alone. We may not have everything we want, but with you we have everything we need.

God, I pray for success and abundance over the new businesses that are being created. I pray that you remind the entrepreneurs that they are doing this work out of love for you and to serve your people, not for their own personal benefit but for the worlds benefit. I pray for an overflow of residents into the home. I pray for an overflow of financial blessings into their bank accounts. I pray that you protect their business and allow it to prosper with much success and exceed their expectations. Remind them that when days get rough, keep their head high and their faith higher. Because we walk by faith not by sight. Nothing is impossible with you by our side. Amen!