


# HOW IS MY SENIOR FOCUSED BUSINESS HIGHLIGHTED

The only publication that works like a promotional product

A Place to Call **HOME:**  
Your Guide to Senior Living



## HELP FOR MY PARENTS

This workbook is proudly sponsored by  
 **MEMORY CARE CONNECTION**  
They are dedicated to walking alongside families through every step of the senior care journey—offering guidance, compassion, and trusted support to help you make the right choices. Learn more about how they can help you inside the back cover.

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🌱 Please take time to thank the sponsor of this book on the inside/back cover. Their generous sponsorship makes this a FREE resource.

At the heart of everything I do, my mission is simple: to make senior living better. By giving families, the right tools and questions to guide their search, I hope to spark positive changes in how care is chosen and experienced.

I'm a Certified Assisted Living Manager and a Certified Dementia Practitioner. When I'm not working with families, you'll probably find me camping with my husband, John, spending time with friends and family, or bringing joy to seniors with our therapy dog, Rock.

We're so excited to share this book with seniors and their families—completely **FREE**! It's made possible by the generous sponsor featured on the inside back cover, whose mission is to make this journey a little easier for families everywhere. **If you have a moment, please visit their website and let them know how much you appreciate their support!**

Feel free to contact me at [amandabailey@helpformyparents.com](mailto:amandabailey@helpformyparents.com) if you have any questions.

*Amanda*



**CONTACT US TODAY!**

**832-465-7845**

[amandabailey@helpformyparents.com](mailto:amandabailey@helpformyparents.com)

**PLUS THE  
INSIDE BACK COVER**

**ALL FREE TO FAMILIES!**

# THE WHY

**Helping families—and helping your brand—at the same time**

## THE NEED

- The senior-living search is so confusing for families
- How to avoid the “wrong first move” that leads to poor outcomes
- Why caregiver education matters
- The workbook fills a gap in the current senior-care system
- **53+ million Americans serving as unpaid caregivers**
- Rising Alzheimer’s diagnoses
- Growing aging population

**The difference between placement, guidance, and true support**

## PRESS COVERAGE & MEDIA HIGHLIGHTS

- FOX26 segment on caregiver support (generated 100s of inbound requests within minutes!)
- Featured in local community publications
- Interviews with caregiver coalitions & Alzheimer’s advocates
- Speaking engagements at senior living events & healthcare conferences
- Speaking events at churches and support groups



## SPONSORS LOVE THE WORKBOOK

### Features:

- Full-page sponsor highlight
- Logo + message inside the workbook
- Distribution in multiple markets
- Unique marketing tool reaching families during the decision-making phase
- Sponsorship categories available (to name a few):
  - Senior Living
  - Hospice
  - Home Health
  - Home Care
  - Real Estate / Downsizing
  - Elder Law
  - Financial / Wealth
  - DME / Pharmacy
  - Pharmaceutical
  - Hospitals

### Benefits:

- Build trust with families at the beginning of the search
- Enhance referral relationships (sponsors hand out a free, valuable resource)
- Stand out from competitors using a helpful, mission-driven tool
- Increase brand visibility across community networks
- Improve outcomes for families through clear education
- Support caregivers when they need it most

**ALL FREE FOR SENIORS & THEIR CAREGIVERS**

# HOW IT'S DIFFERENT

## THE AUTHOR – AMANDA BAILEY

Amanda Bailey's journey began long before her career in senior living. She was a daughter first, supporting her mother through Alzheimer's and learning firsthand how confusing and emotional the senior-living search can be.

After her mother passed, Amanda has devoted two decades to senior living as a Director of Assisted Living & Memory Care and now as a business owner. Her experience shaped a mission-driven life, to ensure families have access to honest, unbiased guidance and tools that bring dignity, clarity, and confidence to the aging journey.

Today, Amanda is the founder of:

- Help For My Parents LLC – Senior living advising and placement services in the Houston area
- Memory Care Connection LLC – Evidence-based, multi-sensory engagement products
- Author **Help For My Parents - A Place to Call HOME**

Her media presence continues to grow through TV, community partnerships, and caregiver advocacy.

**CALL US TODAY!**

**832-465-7845**

**[www.helpformyparents.com](http://www.helpformyparents.com)**

## WHO IS USING THE WORKBOOK?

This resource is widely adopted by organizations that care deeply about improving outcomes for seniors:

- Referral & Care Partners
- Senior living communities
- Skilled nursing & rehab centers
- Home health agencies
- Hospice agencies
- Home care agencies
- Care managers
- Physicians & specialists
- Hospitals & discharge planners
- Community & Support Organizations
- Churches & faith-based groups
- Nonprofit caregiver programs
- Employee Assistance Programs
- Community centers
- Health fairs
- Local government aging services

**These partners use the workbook because it offers an unbiased, evidence-based education, reduces caregiver overwhelm, and leads to more confident, informed decisions. AND IT'S FREE TO THE FAMILIES OF SENIORS!**

**Be Part of Something Meaningful:  
Supporting Seniors and Their Caregivers**



## WHAT DOES IT COST TO SPONSOR?

<u>Quantity</u>	<u>Cost per Book</u>
50+	16.00
100+	15.50
250+	15.00
500+	14.00
1000+	12.50

*\*special pricing for volume prints*

### Sponsorship - What It Is

- **Full-page ad** or community highlight in Help For My Parents – A Place to Call HOME
- **Distribution** through physician offices, churches, and community partners
- Inclusion in **media coverage and community outreach** (e.g., Fox26 Houston feature)
- Receive **branded copies** for your team, referral partners, or clients
- Professionally written, **supportive workbook families keep and share**

### Sponsorship - How It Helps

- Reach families at the exact time they **begin their care search**
- **Build trust and goodwill** with families and referral partners
- Strengthen your brand as a compassionate, credible **expert in senior care**
- Extend your **marketing reach** through real community and media exposure
- Support a mission that helps families while **growing your business with purpose**

# AD DEMENTIONS

## Inside Back Cover

✓ Full-Page Ad With Left-Side Binding

Trim Size (final cut size)

6" × 9"

Bleed (if printing to the edge)

6.125" × 9.25"

Add 0.125" on all sides

✓ Safe Area (IMPORTANT with left-side binding)

Recommended Safe Area:

Left margin (binding side): 0.5"

Top, right, bottom margins: 0.25"

Safe design area becomes:

5.5" wide × 8.5" tall

shifted 0.25" to the right

Safe Area Coordinates:

Start 0.5" from the left edge

End 0.25" from the right edge

Top & bottom: 0.25" in from each



Visual Breakdown (for your designer)

Measurement Size Purpose:

Trim 6 × 9" Final cut size

Bleed 6.125 × 9.25" Ensures ink to edge

Inner (left) margin 0.5" Spine-safe area

Outer (right) margin 0.25" Standard

Safe area 5.5 × 8.5", where all text/logos should stay