



National Association of Care & Support Workers

Driving change for Care Professionals.

Self-Employed Guide

Sourcing & Retaining Clients

As a self-employed care professional, sourcing, attracting, and retaining clients requires a blend of marketing, relationship-building, and maintaining high-quality service. Here are several suggestions to help you succeed:

1. Build an Online Presence:

- **Website:** Create a professional website with your services, testimonials, rates, certifications, and contact information. Include a blog to share helpful tips related to caregiving.
- **Social media:** Use platforms like Facebook, Instagram, and LinkedIn to post about your services, caregiving tips, and client success stories. Regularly engage with followers by answering questions or providing valuable content.
- **Google My Business:** Claim and optimize your Google My Business listing for better visibility in local search results. Encourage clients to leave positive reviews.

2. Networking:

- **Local Networking:** Attend local business or community events, especially those related to healthcare, aging, or home services. Build connections with people who may need your services or can refer you.
- **Partner with Other Professionals:** Connect with healthcare professionals like doctors, nurses, or physical therapists who might refer clients to you. Establish partnerships with local businesses that cater to elderly individuals or families.
- **Online Communities:** Participate in caregiving forums, Facebook groups, and other online spaces where potential clients or their families might seek advice.

3. Word of Mouth & Referrals:

- **Referral Program:** Offer incentives for current clients who refer others to you (e.g., a discount on services or a small gift).
- **Client Testimonials:** Collect positive feedback from your clients and display them on your website or social media. Video testimonials can be especially compelling.
- **Stay in Touch:** Even after you finish working with a client, follow up periodically through a simple email or call to see how they are doing. It keeps the relationship alive and may lead to future business or referrals.

4. Offer Specialised Services:

- **Niche Care Services:** Tailor your services to specific needs such as dementia care, post-surgery recovery, or elderly companionship. Specialisation can make you stand out in a competitive market.
- **Flexible Packages:** Provide flexible care plans (hourly, daily, weekly) to cater to clients with varying needs and budgets.

5. Local Advertising:

- **Flyers & Brochures:** Distribute flyers or brochures at local businesses, healthcare facilities, or places where your target demographic may frequent (e.g., senior centers, pharmacies).
- **Local Directories:** List your services in local business directories or healthcare-related listings, such as Care.com, Amedisys, or Visiting Angels.

6. Demonstrate Expertise:

- **Educational Content:** Host free webinars or workshops about caregiving, elder care, or specific health conditions you specialize in. This can position you as an expert in your field and attract clients.
- **Certifications and Training:** Continuously update your certifications and training in specialised areas of caregiving, such as CPR or first aid, to demonstrate your commitment to quality care.

7. Customer Service and Relationship Building:

- **Personalised Service:** Take the time to understand each client's needs, preferences, and goals, creating a personalised care plan. This builds trust and loyalty.

- **Consistency and Reliability:** Show up on time and maintain a consistent level of service. Reliability is one of the most important factors in retaining clients.
- **Stay Attentive:** Actively listen to your clients and their families. Address any concerns they have and be proactive in adjusting the care plan.

8. Use Technology to Stay Organized:

- **Client Management Software:** Use client management tools to schedule appointments, track client progress, and handle invoicing. Platforms like CareSmart, AlayaCare, or ClearCare can help.
- **Communication Tools:** Use tools like email, texting, or video calls for quick updates, check-ins, or to address any urgent issues.

9. Offer Flexible Payment Options:

- **Transparent Pricing:** Be clear about your rates and provide options such as sliding scales or payment plans for clients who may need assistance with affordability.
- **Insurance Partnerships:** If applicable, work with insurance providers or other funding agencies to expand your potential client base. Some clients may benefit from coverage that can make your services more accessible.

10. Show Empathy and Compassion:

- As a care professional, empathy is key. Families will trust you more if they feel you genuinely care for their loved ones and go the extra mile to provide thoughtful, compassionate care.

By combining these strategies, you'll be able to establish a strong reputation, attract new clients, and maintain lasting relationships that will help you grow your business in the caregiving field.