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The Mad Scientist of Home Care

Magnetic Recruitment:

Stop Chasing And Start Attracting
Caregivers In 3
Easy Steps



What you're about to learn...

Use it, modify it...steal it and
apply it to YOUR business

Fail To Implement...

The next 12 months will be the same as the last 12 months

Today is your opportunity to change the course you're on

What You're Going To Learn

1

What's Wrong With Today's Caregiver Recruitment Ads – *and how to fix them*

2

What REALLY Matters – and Motivates Caregivers To Respond To Your Ads

3

How You Can Easily Double Your Ad Response Rates In Less Than 2 Weeks

3 Step Fix

1. Differentiation
2. Hot Buttons
3. Compel To Act



My Story

- Granny
- Horrible caregivers
- Theft, neglect...



My Wife's Story

- Grandmothers
- Horrible caregivers
- Same story...



My Story

- Family experiences were the catalyst to start my own home care agency.
- Started January 1, 1996.
- Motivated to develop a process, a **System** that would reliably and predictably:
 - Attract, select and retain the best caregivers for my agency.
 - Lloyd's of London.
 - 17% turnover.
 - Some of the lowest work comp, turnover and unemployment claims in the industry.

My Story

- Through **Davis+Delany** I help home care owners improve their Recruitment, Retention and Long-Term Caregiver Success

A few of the people I've Helped



Why Is This Important To You Now?

- Most concepts for attracting and retaining the best caregivers are DEAD WRONG.
- More and more caregiver jobs openings.
- Tougher for your ad and retention methods to compete.
- Caregiver landscape has changed, requiring a **completely different strategy** to attract and retain enough good caregivers to keep your clients covered (and revenues flowing).

Focus Medium For Our Discussion

- Help Wanted/Recruitment Ads
- ~~-Employee and Applicant Referrals~~
- ~~-Employee Training Programs~~
- ~~-Employee Fairs~~
- ~~-Community Referrals~~
- ~~-Friends/Family~~

Broad applicability with these techniques

Ad Locations

- Indeed
- MyCNAJobs
- CL
- Employee Fairs
- FB
- Flyers
- Even newspaper

Trends

- Millennials flooding the workforce
- Health care exploding
- Gen X is one of the smallest generations...not enough to fill the Boomer job gaps
- Gen X and Boomers – longer work average
- Millennials filling the gaps left by Gen X and Boomers
 - Very different work/value system
 - The biggest generation America has ever seen

Looking To The Future

- Higher turnover **IS** a fact...**it's our future**
- Millennials are the next Tidal Wave of caregivers
- **Imperative** to understand the work force



My Millennial Nightmare

My Millennial Nightmare

- Turning Point - had to revamp my systems or I was going to start heading in the wrong direction.
- Realized I had to completely change the game.
- I will teach you new strategies to maximize your attraction...the actual programs that are working right now.

Millennials – The 8,000 Pound Gorilla

- Not like Gen X, Boomers...
- Different view of:
 - Life
 - Work
 - Bosses
 - Money
 - Etc.



Millennials

- Experiences
- Want inclusion in the bigger picture and purpose
- Broader impact – not a job for a job’s sake
- Prefer coaches, mentors, peers - NOT bosses, managers
- Not “work” or career oriented like other generations
- Purpose over Paycheck
- Unlike ANY previous generation

A New Approach Is Required

*If you're still using the same recruitment strategies you were using as little as 2-3 years ago, and want your agency to not just survive, **but flourish**, long term... **You Must Change.***

1

What's Wrong With Today's Caregiver Recruitment Ads – and how to fix them

What's Wrong...

- Why the current “solutions” aren't working
 - Boomer (outdated) methods

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VS.



What's Wrong...

- Why the current “solutions” aren't working
 - Talking AT readers



What's Wrong...

- Why the current “solutions” aren't working
 - Following what the competition is doing

What's Wrong...

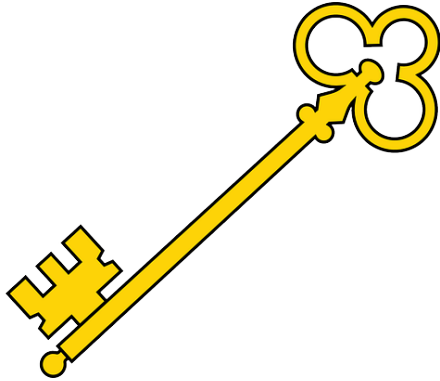
- Why the current “solutions” aren’t working
 - Adhering to advertisers’ recommendations



What's Wrong...

- Why the current “solutions” aren't working
 - *Sea Of Home Care Sameness*
 - All do and say the same thing





Gold Key: The sheer volume of SAME-ness creates a vacuum, an opportunity for something different that stands out.

What's Wrong...

- Why the current “solutions” aren't working
 - Throwing more \$\$\$ at the issue, without addressing the root cause

It All Starts With Your Ads

- Help you attract enough or not enough
- Attract more qualified or less qualified

Your ads bring in applicants = caregivers

Your ads give you the ability to :

- Staff jobs
- Keep your staff paid
- Keep the doors open

Ads, Done Right

- Quantity
- Quality
- Variety of mediums
- Not for the feint of heart

Purpose – Just 1

Attract enough attention/curiosity/intrigue that readers are compelled to respond

Headline - grabs attention

Body - supports the headline,
compels reader to respond





Caregiver Immediate Openings

BrightStar Care - Fayetteville, AR

\$9.50 an hour

Responsibilities of the Caregiver*. Currently looking for qualified Caregivers to fill immediate openings with a dedicated home care team for in Springdale and...

[Easily apply](#)

Sponsored [Save Job](#)

Caregiver/Personal Assistant

Pinnacle In-Home Care - Lowell, AR

\$9.00 - \$12.50 an hour

We are seeking the BEST caregivers / assistants in NWA. Have a certificate issued by the State of Arkansas for working in long-term care facilities OR have...

[Easily apply](#)

Sponsored [Save Job](#)

Caregiver/Certified Nursing Assistant/CMA/ Homemakers

Providence Companion Care - Springdale, AR

\$10.50 an hour

Bathing, changing, dressing, meal prep, medication reminders, household cleaning, transportation to appointments or errands....

[Easily apply](#)

The Sad Reality Of Ads

- ★ Jan 28 Certified Nursing Assistant (CNA)/Caregiver Positions Open - (Rogers) [pic](#) [map](#) [healthcare](#)
- ★ Jan 28 CNA Position Available - (Bella Vista) [pic](#) [healthcare](#)
- ★ Jan 28 Needing CNA's HHA's and PCA's! - (Siloam Springs) [healthcare](#)
- ★ Jan 28 CNA's - (Prairie Grove) [map](#) [healthcare](#)
- ★ Jan 28 Certified Nurse Assistant (CNA) Openings with Benefits - (Rogers) [pic](#) [map](#) [healthcare](#)
- ★ Jan 27 Certified Nursing Assistant (CNA)/Caregiver Openings for In-Home Care - (fayetteville) [pic](#) [map](#) [healthcare](#)
- ★ Jan 27 Certified Nursing Assistant (CNA)/Caregive Openings - (Fayetteville) [pic](#) [map](#) [healthcare](#)
- ★ Jan 27 Certified Nursing Assistant (CNA)/Caregiver Openings - (Bella Vista) [pic](#) [healthcare](#)

Let's be honest...most caregiver recruitment ads stink

What Are The “Fixes”?

- Truly engage readers
- Start a mental conversation
- Understand what the root motivators are of today’s caregiver...what compels them to respond
- Adopt new methods

Step 1

- Differentiation



2

What REALLY Matters –
and Motivates Caregivers
To Respond To Your Ads

Survey Results: Different Perspectives

Company Owners

1. **Good wages**
2. Job security
3. Promotion/growth opportunities
4. Good working conditions
5. Interesting work
6. Personal loyalty to workers
7. Tactful discipline
8. Full appreciation for work done
9. Sympathetic help with personal problems
10. Feeling “in” on things

Employees

1. Full appreciation for work done
2. Feeling “in” on things
3. Sympathetic help with personal problems
4. **Good wages**
5. Job security
6. Interesting work
7. Promotion/growth opportunities
8. Personal loyalty to workers
9. Good working conditions
10. Tactful discipline

Hot Buttons – The Key To Attraction That No One Uses

- What Are Hot Buttons?
- *“A problem, need, urgent desire or source of pain that stirs enough emotion in the prospect to motivate the prospect to want to take immediate action to solve the issue.”*
- *The Emotional Core of Attraction*



Top Things (Hot Buttons) Caregivers Look For In A Company

- Home Care Pulse
- MyCNAJobs.com
- Davis+Delany

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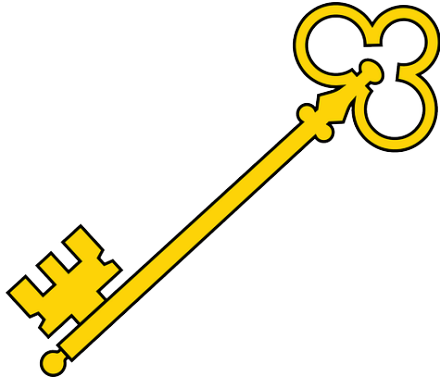
- Flexibility - #1
- Appreciation/Recognition - Engagement
- Quality Care

Hot Button A/B Formula

If you (**A**) truly understand applicants' **Hot Buttons** – pains, desires, wants, needs...

Then you can (**B**) develop incredibly effective, solutions-based programs and systems

This is Marketing 101



Gold Key: When your ads reflect that your company is THE employer who truly understands its employees – their lives, needs, wants, their pains, you become the employer of choice.

Law Of Caregiver Attraction

- It doesn't matter what YOU like or believe
- It only matters if it matters to them

Step 2

- Hot Buttons

3

How You Can Easily Double
Your Ad Response Rates In
Less Than 2 Weeks

Attraction Through Differentiation

Different Looking Ads = Opportunity

A Chance To Stand Out...

One key to maximizing applicant response to your ads is running ads with drastically different looking headlines and bodies.

Why You Have To Grab Em By the Eyeballs - *FAST*

- 1-3 seconds to glance at ad headlines and decide whether to read more of ad – IF it grabs their attention
- 8 second attention span – Goldfish
- Most are **mobile**
- If you don't grab attention...they're gone
- **Now Factor in the other 300 other ads for caregivers**

The Peacock Effect



Ads that look different and stand apart, garner more attention.

Get more eyeballs, get more response

Ad Headlines Must Look Different

- CAPITALIZATION
- R.U. A Caregiver With Ninja Skills?
- ATTN: Caregivers, CNAs, HHAs...
- Are You Looking For FLEX-ible Caregiving Hours?
- Our Caregivers Are Built Ford Tough[®]
- The Few - The Proud - The ABC Caregivers...
- NEW, FLEXIBLE Home Care Hours...now OPEN

Ad Precision

Specific ads that “speak” to your ideal caregiver...



...stand apart and get more response

Use Call Outs In Headlines

- Question or Statement
- Engages The Reader
- 2-Way Dialogue
- Starts an internal conversation
- Do NOT talk “at” readers

Use Call Outs (w/ Peacock and Precision) In Headlines

- Are You a CNA, HHA or Caregiver (Wanting Flex Hours) in East Dallas...
- Would U Like FLEXIBLE M-F 8:30am - 5:45pm Hours...
- Are You a CNA, HHA or Caregiver Wanting Flex Hours and LOVES Cats...
- Will You Qualify For These Flexible Home Care Hours...??? (take away selling)
- Do You WANT a Flex-Schedule...

Ad Body Must Support The Headline

Header: Are You A Caregiver Looking For Great Part Time Hours?

Body: Agency X hires top-notch caregivers – call xxx-xxxx to apply

Ad Body Must Support The Headline

Header: Are You A Caregiver Looking For Great Part Time Hours?

Body: Should explain how applicants enjoy flexible schedules that work with family, personal needs etc.

Effective Components For Ad Body

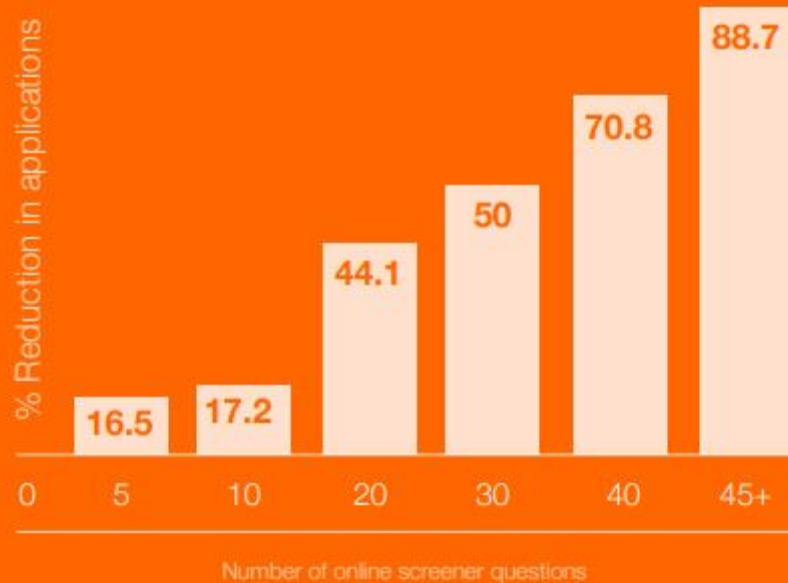
- Repel – Do NOT Apply Unless...
- 3 CTAs – Crystal Clear Instructions
- Short Paragraphs
- Lots of White Space

Effective Components For Ad Body

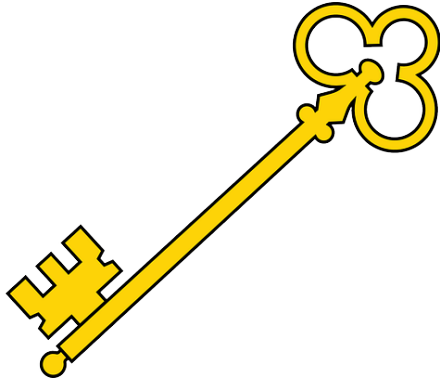
- Bullet Points
- Peacock/Precision
- Story
- Most Are Mobile
- Most Won't Read It All

Online Applications...A Warning

Successful organizations don't lose good candidates to complex application processes



The chart shows candidates rarely complete lengthy application processes. Asking 30 screener questions reduces the number of applications by half. Asking 45 screener questions reduces applications by 90%



Gold Key: Ask for caregiver referrals on your Applications = FREE Applicants

Personal References: Do not use family or past supervisors. Known for at least 3 years.

Name	Phone#	City	State	Yrs Known
1) <u>Shayenne Chism</u>	<u>(479) 735-5055</u>	<u>Springdale</u>	<u>AR</u>	<u>6</u>
2) <u>Katie Meadows</u>	<u>(479) 430-4892</u>	<u>Madbury</u>	<u>AR</u>	<u>15</u>
3) <u>Timerra Adams</u>	<u>(479) 423-8165</u>	<u>Fayetteville</u>	<u>AR</u>	<u>9</u>
4) <u>Becca Green</u>	<u>(479) 305-3061</u>	<u>Springdale</u>	<u>AR</u>	<u>4</u>

Are you on any social media? If so which ones: Facebook Instagram
WhatsApp

Would you add ELDirect as a friend? Yes

Please check all areas where you would be available to work:

Lincoln Prairie Grove Elkins Farmington Fayetteville Springdale
 Tontitown Lowell Cave Springs Decatur Elm Springs Rogers
 Beaver Lake area Bentonville Bella Vista Pea Ridge Gentry Gravette
 Siloam Springs West Fork Winslow Madison County areas Other

How would you like your criminal background fee taken out?
 \$10.00 out of first 2 checks: or \$20.00 out of one check:

Who do you know that would be a great caregiver that we can contact?

Name: [Redacted] Telephone: (479) 263-5
 Name: [Redacted] Telephone: (479) 305-
 Name: _____ Telephone: _____

I certify that all answers given herein are true and complete. I authorize investigation of this employment application as may be necessary to determine employment eligibility.

If I be hired I understand that the caregiving services I will be providing are defined under the Department of Labor and Fair Labor Standards Act, are exempt from overtime.

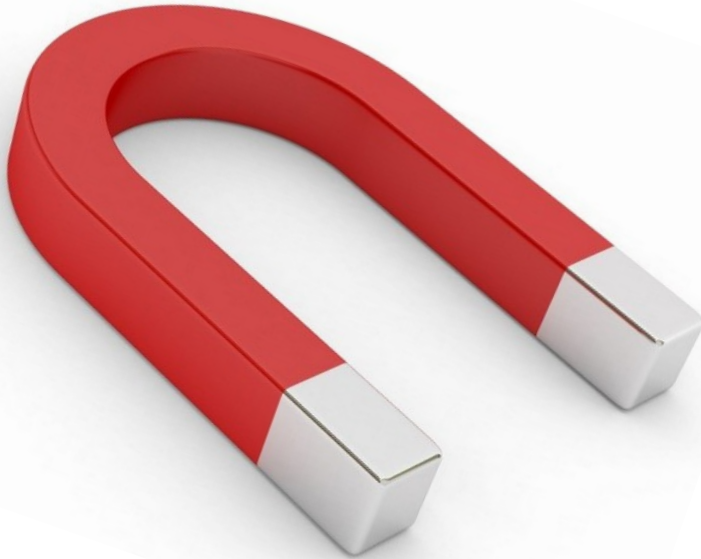
Signature: [Redacted] Date: 1/26/1

ELD Direct In Home Senior Care complies with Title VI and VII of the Civil Rights Act of 1964. We are an equal opportunity employer. ***

Step 3

- Compel to Act

Ad Attraction Results



Typical increase in ad response is usually over...**100% - 1,850%+**

“Attraction”



The same **3 Step Fix** can be applied and used during the 1st Engagement (phone) conversation, retention...even marketing

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What You Learned

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Questions?



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