

AIOS BLUEPRINT – FREE KIT

The AI Starter Kit for Healthcare Owners

Stop using AI. Employ it. A practical, no-jargon starter system for homecare and clinic owners – from the guy whose businesses run on digital employees.

Mike Davis · Founder, AIOS Blueprint
Payroll of one, output of ten. · aiosblueprint.com

Read This First

You became an owner to care for people. Somewhere along the way, the paperwork took over your nights and the marketing took over your Sundays.

This kit is the fix – or at least the first honest step toward it. No hype, no jargon, nothing to buy on the next page. Five pieces:

1. **The One-Task Worksheet** – find the single task you should hand off first, and write it down in a way any assistant (human or AI) could run with.
2. **10 Copy-Paste Prompts** – working prompts you can use in any AI chat today. Steal them.
3. **The “Stop Paying \$1,000 a Month” Cheat Sheet** – a truth sheet on tool bloat and what you actually need to start.
4. **The AI Employee Job Description Pack** – ten “job descriptions” for digital employees a healthcare business would hire. This is the reframe that changes everything: stop thinking tools, start thinking staffing.
5. **The First 30 Days** – a day-by-day plan for putting your first AI employee to work, written for owners, not engineers.

At the back: two real build samples – a 30-day content calendar and a complete hiring packet – produced start-to-finish by a digital employee, so you can see the quality bar for yourself.

One rule as you read: **don’t try to do everything**. Pick one task. Delegate it well. Everything else follows.

– Mike Davis, Founder, AIOS Blueprint *Own the machine. Payroll of one, output of ten.* aiosblueprint.com

The AI Starter Kit for Healthcare Owners

From AIOS Blueprint | Mike Davis

You run a healthcare business. You didn't sign up to spend your nights on paperwork, marketing, and admin. This kit is the fastest honest path from "I keep hearing about AI" to "AI just did three hours of my work."

No tech background required. No jargon. Three tools inside:

1. **The One-Task Worksheet** – find the task AI should take off your plate first
2. **10 Copy-Paste Prompts** – use them today, in any AI chat
3. **The "Stop Paying \$1,000 a Month" Cheat Sheet** – what you actually need (and what you don't)

Print it. Write on it. Use it this week.

SECTION 1 – The One-Task Worksheet

Here's the secret nobody tells you about AI: the hard part isn't the technology. The hard part is **clarity**.

Pick the one task you hate most that lives on a computer – the one that steals your Sunday. Write down exactly how you'd explain it to a brand-new assistant on their first day. That clarity IS the whole skill. If you can train a new hire to do it, you can hand it to AI.

This worksheet walks you through it in three steps. Do it with a pen. It takes 15 minutes.

Step 1 – Pick the Task

Circle the ONE computer task that eats the most of your time or drains you the most. Not five. One.

Common time-stealers for homecare and clinic owners:

- ☐ Writing and posting social media content
- ☐ Writing job posts and screening applicants
- ☐ Building schedules and covering call-outs
- ☐ Writing family update emails
- ☐ Responding to Google reviews
- ☐ Drafting insurance appeal letters
- ☐ Assembling new-client intake paperwork
- ☐ Writing the staff newsletter

- ☐ Following up with referral sources (discharge planners, case managers)
- ☐ Writing or updating policies and SOPs
- ☐ Summarizing notes, meetings, or documentation
- ☐ Keeping up with what competitors in your area are doing
- ☐ Something else: _____

My one task is:

Roughly how many hours a month does it take me? _____ hours

How does it make me feel when it's sitting on my to-do list?

Step 2 – Write It Like You'd Train a New Hire

Imagine a smart, eager assistant just started. They know nothing about your business yet. Explain this task to them so well that they could do it without calling you. Fill in every blank – the blanks are the training.

1. What kicks this task off? (A date on the calendar? A new client signing? A review coming in? A call-out?)

2. What does "done" look like? (Describe the finished product. A posted schedule? A sent email? A signed packet? Be picky – what would make you say "yes, exactly"?)

3. What information do they need to do it? (Client names? Your service area? Your rates? Your tone? Where does that info live right now?)

4. What decisions come up in the middle? (Where do YOU currently have to think or choose? What are the rules you use to decide?)

5. What should they NEVER do? (Never share client health details. Never promise a start date. Never post without my sign-off. Write your hard lines.)

Step 3 – The Handoff Sentence

Now squeeze your answers into one instruction. This is the sentence that turns “my job” into “your job.” It works on a human assistant, and it works word-for-word on an AI.

The template:

“Every time **[the trigger from #1]** happens, produce **[the finished product from #2]**, using **[the information from #3]**. When you hit **[the decisions from #4]**, follow these rules: **[your rules]**. Never **[your hard lines from #5]**. Show it to me before it goes out.”

Now write yours:

Every time _____ happens,
produce _____,
using _____.
When you hit _____,
follow these rules: _____.
Never _____.
Show it to me before it goes out.

That sentence is worth more than any software demo you’ll ever sit through. You just wrote a job description for an AI employee. Keep this page – you’ll use it again.

SECTION 2 – 10 Copy-Paste Prompts for Healthcare Owners

These work in any AI chat. The difference between these and an AI employee: you have to sit here and run these. An employee runs them without you.

Replace anything in [BRACKETS] with your details, paste the whole thing in, and go. Everything AI produces is a draft – you review before anything touches a client, a family, or the public.

1. The 30-Day Content Calendar

Use this when: your social media has been dead for weeks and you don't know what to post.

You are a marketing assistant for my business. I own [BUSINESS NAME], a [homecare agency / mental health clinic] in [CITY, STATE] serving [WHO YOU SERVE – e.g., seniors aging at home / adults with anxiety and depression]. Our tone is [warm and professional / down-to-earth / faith-friendly – describe it].

Create a 30-day social media content calendar for Facebook and Instagram. Mix these post types across the month: education tips for families, myth-busting about our services, behind-the-scenes of our team, client success themes (no real names or identifying details ever), caregiver/clinician appreciation, and 3-4 posts inviting people to call us at [PHONE] or visit [WEBSITE].

For each day give me: the post type, a hook (first line), the full caption, and 3 hashtags. Keep captions under 100 words. Never include real client information. Write it as a table I can work down.

2. The Caregiver / Clinician Job Post

Use this when: you need to hire and your current job post reads like a legal form.

Write a job post for a [CAREGIVER / CNA / LPN / RN / THERAPIST / COUNSELOR] at [BUSINESS NAME] in [CITY, STATE]. Pay is [PAY RANGE]. Schedule is [SCHEDULE – e.g., full-time days, weekend shifts, flexible caseload].

The people I want to reach care about: meaningful work, being respected, a schedule that fits their life, and not being treated as a warm body. Requirements: [LIST – e.g., CNA license, 1 year experience, reliable transportation, background check].

Write it in a warm, direct voice – talk TO the candidate, not about them. Structure: an attention-grabbing opening line, "what your days look like," "what we're looking for," "what you get," and how to apply at [EMAIL / LINK / PHONE]. Under 350 words. Then give me a 2-sentence short version for Facebook and a 1-line version for a text blast.

3. The New-Client Intake Packet

Use this when: your intake process is a stack of mismatched documents from three different eras.

Help me build a new-client intake packet for [BUSINESS NAME], a [homecare agency / mental health clinic] in [STATE]. Draft the following documents in clear, warm, plain language a stressed family member can actually read:

1. A welcome letter explaining what happens in the first 2 weeks
2. A client information form (contact, emergency contacts, physician, medications list section, allergies)
3. A services and expectations sheet ([LIST YOUR CORE SERVICES])
4. A communication preferences form (who we may update, how, and how often)
5. A "what to expect from your [caregiver/clinician]" one-pager

Label anything that touches consent, privacy, or payment terms with [REVIEW WITH YOUR ATTORNEY/COMPLIANCE] – I will have those sections professionally reviewed before use. Write each document separately with a clear title so I can format them.

4. The Insurance Denial Appeal Letter (Draft for Human Review)

Use this when: a claim got denied and you're staring at a blank page instead of fighting back.

Draft an appeal letter for a denied insurance claim. This is a FIRST DRAFT that I and my billing professional will review, verify, and edit before anything is sent – do not present it as final.

Details:

- Payer: [INSURANCE COMPANY]
- Client/patient: [USE INITIALS ONLY]
- Service denied: [SERVICE + DATES]
- Stated denial reason: [REASON FROM THE DENIAL LETTER]
- Why we believe it was wrongly denied: [YOUR REASONING – medical necessity, prior authorization on file, coding issue, etc.]
- Supporting documentation we have: [LIST]

Write a professional, firm, factual appeal letter. Cite the denial reason and answer it point by point. Include a placeholder section marked [ATTACH: SUPPORTING DOCS] and a closing that requests a specific response timeline. Flag any place where I need to insert exact policy language or documentation with [VERIFY BEFORE SENDING].

5. The Family-Update Email Template Set

Use this when: families ask "how's Mom doing?" and every update takes you 20 minutes to write from scratch.

Create a set of 5 reusable email templates for updating families of clients at [BUSINESS NAME]. Tone: warm, honest, professional – like a trusted nurse who respects their time.

Templates I need:

1. Routine "all is well" weekly update
2. "Small concern, not an emergency" update (e.g., appetite change, mood dip) with a clear next step
3. Schedule change notice (caregiver/clinician change or visit time change)
4. Positive milestone update (something went really well)
5. "We need to talk" – requesting a phone call without causing panic

Each template should have [BLANKS] for the specific details, stay under 150 words, and never include health specifics in the subject line. Add a one-line note under each telling my staff when to use it.

6. The Google Review Response Pack

Use this when: reviews are sitting unanswered – especially that one bad one you keep avoiding.

Write review responses for my business, [BUSINESS NAME], a [homecare agency / mental health clinic] in [CITY]. Tone: gracious, human, never defensive, never corporate.

Part 1 – Positive reviews: write 5 different thank-you responses (so they don't all sound identical). Each under 60 words.

Part 2 – Negative reviews: write 3 responses for these situations:

- (a) an upset family member with a scheduling complaint,
- (b) a review that mentions a specific staff member negatively,
- (c) a review we believe is unfair or mistaken.

Rules for all negative responses: acknowledge the frustration, never argue publicly, never confirm or deny that the person was a client (privacy), never discuss any health or service details, and always move the conversation offline to [PHONE / EMAIL]. Keep each under 80 words.

7. The Monthly Staff Newsletter

Use this when: you want your team to feel connected but the newsletter always falls off the list.

Write a one-page monthly staff newsletter for [BUSINESS NAME]. Audience: our [caregivers / clinicians / office team]. Tone: upbeat, appreciative, zero corporate fluff.

This month's raw material:

- Wins: [LIST – new clients, milestones, shout-outs]
- Staff recognition: [NAMES + WHAT THEY DID]
- Reminders: [LIST – timesheets, trainings, policy notes]
- Upcoming: [LIST – events, holidays, schedule notes]
- A short note from me, the owner, about: [TOPIC OR ROUGH THOUGHTS]

Structure it with short sections and clear headers, total under 400 words. Make the recognition section the star. End with one line that makes people feel proud to work here. Then give me a 2-line text-message version pointing staff to the full newsletter.

8. The Referral-Source Outreach Letter

Use this when: you know discharge planners and case managers could feed your pipeline, but you haven't reached out.

Write an outreach letter to hospital discharge planners and case managers introducing [BUSINESS NAME], a [homecare agency / mental health clinic] serving [SERVICE AREA – counties/cities].

What makes us easy to refer to: [LIST – e.g., fast intake within 24–48 hours, we take (PAYERS/INSURANCE TYPES), specialized in (POPULATIONS), one phone call reaches a decision-maker, we send updates back to the referring professional].

Their world: they are overloaded, they need placements that don't bounce back, and they remember providers who make them look good. Write to that.

Structure: a specific opening (not "To whom it may concern"), 2 short paragraphs on how we make their discharges/referrals smooth, a clear "here's how to send us a referral" section with [PHONE / FAX / EMAIL], and a warm close offering to stop by or hop on a 10-minute call. Under 250 words. Then give me a 3-sentence follow-up email version for two weeks later.

9. The Policy / SOP First Draft

Use this when: you know a written procedure should exist (like a missed-visit protocol), but it lives only in your head.

Draft a written policy/procedure for [BUSINESS NAME]. This is a first draft I will review and adapt to my state's regulations before adopting.

Policy topic: [E.G., MISSED-VISIT PROTOCOL – what staff must do when a caregiver can't make a scheduled visit or a client isn't home]

How we roughly handle it today: [DESCRIBE IN YOUR OWN WORDS – who calls whom, in what order, what gets documented, when the family is notified, when I get involved]

Write it as a clean SOP with: purpose, who it applies to, step-by-step procedure (numbered, with timeframes), documentation requirements, escalation path (who to contact and when), and a "never do this" list. Plain language a brand-new hire can follow on their worst day. Flag anything that may be state-regulated with [CHECK STATE REQUIREMENTS].

10. The Competitor & Market Snapshot

Use this when: you're setting prices or planning growth and you honestly don't know what's around you.

Help me build a competitor and market snapshot for [BUSINESS NAME], a [homecare agency / mental health clinic] in [COUNTY, STATE].

Part 1 – Give me a research checklist: exactly what to look up about each competitor (services, pricing signals, reviews, hiring activity, referral relationships) and where to find it free (Google Maps, their websites, job boards, review sites).

Part 2 – Here is what I've gathered so far: [PASTE ANY NOTES – even messy ones. Or write "nothing yet" and I'll start with the checklist.]

Part 3 – From what I give you, build a one-page snapshot: who the main players are, what they emphasize, where the gaps are, what families in this county seem to complain about most in reviews, and 3 specific ways [BUSINESS NAME] could stand out. Be direct – tell me what the market is saying, not what I want to hear. Label anything you're inferring rather than confirming.

Ran two of these and thought “I could get used to this”? That's the point. Now imagine not having to sit here and run them. That's Section 3.

SECTION 3 – The “Stop Paying \$1,000 a Month” Cheat Sheet

Let's talk about the pile of subscriptions quietly draining your business account.

The Typical Small-Agency Stack

Most homecare and clinic owners we talk to are paying for some version of this. Your numbers will differ – these are typical ranges, not a study:

Tool	What it does	Typical monthly cost
Scheduling / calendar tool	Books and reminds	\$30 - \$150
Content / social media tool	Drafts and schedules posts	\$50 - \$200
Email marketing tool	Newsletters and drips	\$30 - \$150
Forms / documents tool	Intake forms, e-sign	\$20 - \$100
Transcription / notes tool	Turns meetings into text	\$20 - \$100
Review management tool	Watches and answers reviews	\$100 - \$300
Assorted “just in case” tools	You forgot you have them	\$50 - \$300

Typical total: somewhere in the \$800 - \$1,500/month range. That’s \$10,000 - \$18,000 a year. For many owners, that’s a part-time salary – spent on software you half-use.

The Truth About That Stack

Most of those tools do one thing: they package up busywork and hand it back to you with a nicer interface. You’re still the one writing the posts, building the forms, drafting the emails, answering the reviews.

One capable AI system replaces the busywork layer of most of them. Not the clinical layer – your EMR, your billing, your compliance systems stay. But the writing, drafting, summarizing, responding, and organizing layer? That’s exactly what AI does best, and you’re paying six different subscriptions for slices of it.

The 3-Question Keep/Kill Test

Run every subscription on your card statement through this:

1. **Did I use it in the last 30 days – personally or through my team?** Not “meant to.” Used.
2. **Does it do something AI plus a spreadsheet genuinely can’t?** (Clinical records, payroll, payer billing: keep. “It writes captions”: careful.)
3. **If it disappeared tomorrow, would a client or staff member notice within a week?**

Three yeses: keep it. Two: put a calendar reminder to re-test in 60 days. One or zero: kill it and watch nothing bad happen.

What You Actually Need to Start

Not a 14-tool stack. Not a \$25K consultant. This:

1. **A computer you already own.** Nothing special.
2. **One AI subscription.** Roughly \$20/month gets you a capable AI chat for running Section 2 prompts yourself. Deeper setups – where the AI works like an employee with access to your files,

your systems, and standing instructions – run more like \$100 – \$200/month. Either way, compare that to the stack above.

3. **One clearly-defined task.** Which you already wrote in Section 1. That handoff sentence is your starting point.

That's the whole entry fee: a computer, one subscription, and one task described clearly.

Start with the one task. Get it working. Then hand over the next one. That's how you go from paying for a dozen tools that need you – to running one system that doesn't.

The AI Starter Kit for Healthcare Owners – AIOS Blueprint. This kit is general business information, not legal, clinical, billing, or compliance advice. Anything touching client care, privacy, insurance, or regulations gets reviewed by the right professional before use.

The AI Employee Job Description Pack

Ten digital employees your agency could hire this month

You became an owner to care for people. Somewhere along the way, you also became the intake department, the compliance department, the marketing department, the billing department, and the person answering emails at 11:40 PM.

This pack treats AI the way it deserves to be treated: not as a “tool” you have to learn, but as **staff you hire**. Each page below is a real job description for a digital employee – what they do, what you hand them, what you get back, and roughly how much of your week they give back to you.

Read these the way you’d read resumes. You’re not shopping for software. You’re hiring.

1. Digital Intake Coordinator

What they do - Takes every new inquiry – web form, email, voicemail transcript – and turns it into a clean, complete intake summary - Asks the standard screening questions and flags anything incomplete or urgent - Drafts the welcome email or text response so a family hears back in minutes, not days - Preps the file your team needs before the first real conversation: who’s calling, who care is for, payer type, timeline - Keeps a running log of every inquiry so nothing falls through a crack

What you hand them - Your current intake form or the questions you already ask on the phone - Where inquiries come in (email inbox, website form, voicemail transcriptions) - Your rules: what makes an inquiry urgent, what makes it a poor fit

What you get back - A same-day, organized intake summary for every single inquiry - Draft responses ready for you to approve and send - A weekly list of every lead: contacted, waiting, converted, lost

Time it saves you per week: 3-6 hours, more if you’re currently the only person answering inquiries.

Hire this one first if... leads are slipping through the cracks and you know families are choosing whoever calls back first.

2. Digital Credential & Compliance Tracker

What they do - Maintains the master list of every license, certification, TB test, CPR card, background check, and training requirement – per staff member - Flags expirations 90, 60, and 30 days out, and drafts the reminder to the staff member - Preps your survey-readiness checklist so an audit is an inconvenience, not a panic - Cross-checks new-hire files against your required-documents list and tells you exactly what’s missing - Keeps a clean, dated record of what was checked and when

What you hand them - Your current tracking spreadsheet (however messy – that’s fine) - Your state’s requirements list, or your existing compliance checklist - Staff roster with roles

What you get back - One clean tracker, always current - A monthly “who expires next” report you can read in two minutes - Draft reminder messages ready to send - A missing-items list for every incomplete file

Time it saves you per week: 2-4 hours – and it saves the sleepless week before a survey, which doesn’t fit on a timesheet.

Hire this one first if... the words “state survey” raise your heart rate, or your credential tracking lives in your head.

3. Digital Content Manager

What they do - Turns one thing you already said – a voice memo, a talk, a client story (de-identified) – into a month of posts for Facebook, Instagram, and LinkedIn - Writes in your voice, about your community, for the families and referral sources you actually serve - Drafts captions, post ideas, and simple graphics briefs on a consistent calendar - Repurposes: one blog post becomes five social posts, one email, and a flyer draft - Keeps a content calendar so you always know what’s going out and when

What you hand them - A few examples of how you actually talk (past posts, an email you wrote, a 5-minute voice memo) - Your services, your service area, and who you want to reach - Any hard rules (privacy, what you never discuss publicly)

What you get back - A month of drafted posts at a time, ready for your yes/no - A visible content calendar - Consistency – the thing that actually builds trust and referrals

Time it saves you per week: 3-5 hours, or more honestly: it replaces the marketing that currently isn’t happening at all.

Hire this one first if... your last post was months ago and you feel a pang of guilt every time you open the app.

4. Digital Caregiver Recruiting Assistant

What they do - Writes and refreshes job postings that sound like your agency, not a template - Screens applications against your must-haves and sorts them: interview, maybe, no - Drafts the outreach messages and interview-scheduling emails so responses go out the same day - Preps interview question sheets tailored to the role and the applicant’s background - Tracks every candidate’s stage so nobody goes cold because you got busy

What you hand them - Your job requirements and dealbreakers - Where applications land (email, job board notifications) - Your interview availability

What you get back - A sorted candidate list, updated as applications come in - Draft replies and scheduling messages ready to approve - Interview prep sheets - A simple pipeline report: applied, screened, interviewed, hired

Time it saves you per week: 4-8 hours during active hiring – and in this labor market, you’re always actively hiring.

Hire this one first if... you've lost good caregiver candidates because you couldn't respond fast enough.

5. Digital Follow-Up Coordinator (Families & Referral Sources)

What they do - Drafts the check-in messages your families should be getting: after week one, after a schedule change, after a rough day - Keeps warm touch-points going with discharge planners, social workers, therapists, and physicians who send you referrals - Remembers what you'd forget: the daughter's name, the last conversation, the promise you made to call back - Drafts thank-you notes when a referral comes in – every time, not just when you remember - Surfaces a short list each week: who's overdue for a touch

What you hand them - Your contact list of families and referral sources (whatever shape it's in) - Notes from conversations – even rough ones, even voice memos - Your cadence preferences: how often each type of contact should hear from you

What you get back - Drafted, personal follow-ups ready for your approval - A weekly “reach out to these people” list with context for each - Referral sources who feel remembered – which is how referral sources keep referring

Time it saves you per week: 2-4 hours, plus the referrals you stop losing to the agency that follows up.

Hire this one first if... you know relationship follow-up is your growth engine and you also know it's the first thing that slips.

6. Digital Billing Prep Assistant

What they do - Preps claims before submission: checks that documentation, authorizations, dates, and codes line up with what you're billing - Flags mismatches BEFORE they become denials – the missing signature, the expired auth, the visit note that doesn't match the claim - When a denial does come in, drafts the appeal letter with the payer's own language and your documentation attached - Keeps a denial log so you can see patterns: which payer, which code, which mistake keeps repeating - Builds a monthly picture of what's billed, paid, pending, and denied

What you hand them - Your claims and remittance information, visit documentation, authorization records - Payer rules and past denial letters - Your billing calendar

What you get back - A pre-submission checklist result on every claim batch: clean, or here's what to fix - Drafted denial appeals ready for your review - A denial-pattern report that tells you where money is leaking

Time it saves you per week: 3-6 hours, plus recovered revenue that's currently dying in the denial pile.

One important line: this employee drafts and preps. **A human reviews everything before it goes to a payer. Nothing is auto-submitted. Ever.** That's not a limitation – that's the correct design for anything touching billing.

Hire this one first if... you have denials sitting unappealed right now because nobody has time to fight them.

7. Digital Review & Reputation Manager

What they do - Drafts a warm, specific response to every review – Google, Facebook, care directories – good or bad - For negative reviews, drafts the calm, professional, compliant response (no defensiveness, no confirming someone was a client) - Drafts the review-request messages that go to happy families at the right moments - Monitors what's being said about your agency and summarizes it for you weekly - Tracks your rating trend over time so you can see the needle move

What you hand them - Links to your review profiles - Your voice and your rules for what can never be said publicly - The moments in your client journey when asking for a review feels natural

What you get back - Draft responses within a day of every review, waiting for your approval - A steady, systematic flow of review requests instead of the occasional guilty ask - A weekly reputation snapshot

Time it saves you per week: 1-3 hours – but this one's real value is the families who choose you because of the reviews you finally have.

Hire this one first if... your competitors have 60 reviews, you have 9, and you know your care is better than theirs.

8. Digital Scheduling Assistant

What they do - Drafts the weekly schedule from your rules: client needs, caregiver availability, hours limits, continuity preferences - When someone calls off, produces the ranked list of who can cover – qualified, available, closest, under overtime – in minutes - Drafts the shift-offer messages and the client-notification messages for your approval - Flags conflicts before they happen: double-bookings, expired credentials on an assigned shift, overtime creep - Keeps a log of call-offs and coverage so you can see who's reliable

What you hand them - Client care schedules and requirements - Caregiver availability, qualifications, and locations - Your scheduling rules and priorities

What you get back - A drafted schedule to review instead of a blank grid to fill - A five-minute answer to "who can cover this?" instead of a ninety-minute phone scramble - Early warnings on conflicts and overtime

Time it saves you per week: 4-8 hours, concentrated in exactly the moments that currently ruin your evenings.

Hire this one first if... the Sunday-night call-off scramble is the worst recurring hour of your week.

9. Digital Newsletter & Education Writer

What they do - Writes your monthly family newsletter: agency updates, seasonal health topics, caregiver spotlights - Drafts education pieces for families – "what to expect in the first week of home care," "how to talk to a parent about accepting help" - Writes the referral-source version too: the one-pager that

reminds discharge planners why they send people to you - Turns your expertise into handouts, guides, and welcome-packet materials - Keeps it all on a calendar so it actually ships every month

What you hand them - Topics you care about, questions families actually ask you - Your services and any updates worth sharing - Past materials, if you have them (fine if you don't)

What you get back - A finished newsletter draft every month, on schedule - A growing library of education pieces that make you the trusted expert - Materials your referral sources actually keep on their desk

Time it saves you per week: 1-3 hours averaged out – and it turns “we should really send a newsletter” from a guilt item into a done item.

Hire this one first if... you're the most knowledgeable person your families know, and none of that knowledge is written down anywhere.

10. Digital Office Manager

What they do - Produces your weekly and monthly reports: census, hours delivered, hires, inquiries, revenue snapshot – pulled together and readable - Writes and maintains your SOPs: turns “the way we do things” into documents a new hire can actually follow - Builds and updates checklists – new client onboarding, new caregiver onboarding, discharge, incident response - Preps your staff meeting agendas and summarizes what was decided - Answers “where is that document / what's our process for X” instantly, because it wrote the process down

What you hand them - Your raw numbers, wherever they live - A description (even spoken) of how you do things - What you want to see every week vs. every month

What you get back - A Monday-morning report you can read with your coffee - An operations manual that exists outside your head - Checklists that make your agency run the same way whether or not you're in the building that day

Time it saves you per week: 3-5 hours – and it's the hire that makes the business sellable, scalable, and survivable without you.

Hire this one first if... the honest answer to “what happens if you take two weeks off” is “it falls apart.”

You don't hire all ten. You hire ONE.

Here's where most owners go wrong with AI – the same place they'd never go wrong with people. You would never hire ten employees on the same Monday and try to train them all at once. So don't do it with digital employees either.

Hire one. Train it. Trust it. Then hire the next.

How to pick your first hire, in three questions:

1. What task do you dread most? Not the biggest task – the one that drains you. The Sunday scheduling scramble. The denial pile. The intake emails you answer at midnight. Dread is data. It's telling

you where the leak is.

2. What's costing you money right now? Slow lead response loses clients. Unappealed denials lose revenue. Slow candidate response loses caregivers. If one of those made your stomach drop, that's your answer.

3. What happens weekly? Your first digital employee should own something that recurs, so you get repetitions – you review its work, correct it, and watch it improve week over week, exactly like coaching a new hire. A once-a-year task teaches you nothing about working with AI.

If you're still stuck, here's the honest default: **most homecare owners should start with the Intake Coordinator or the Follow-Up Coordinator** – they touch revenue directly and show results in the first week. **Most clinic owners should start with the Credential & Compliance Tracker or the Office Manager** – they remove the risk that keeps you up at night.

Pick one. Give it one job. Spend 30 days working with it the way you'd work with any promising new hire.

The next section of this kit walks you through exactly those 30 days.

The First 30 Days

A day-by-day plan for putting your first AI employee to work

You've picked your first hire. Now comes the part nobody hands you a plan for: the first month.

Here's the truth up front. Your first AI employee will not 10x your business overnight, and anyone who tells you it will is selling hype. What actually happens in 30 days is quieter and more valuable: one task you currently do by hand gets done without you, reliably, to your standard. That's it. That's the win. And it's the win that makes the second, third, and fourth hire easy.

Treat this exactly like onboarding a promising new assistant. You wouldn't hand a new hire your whole business on day one. You'd give them one job, watch their work, correct it kindly, and hand them more as they earn it. Same playbook here.

Week 1: One task, written down, delegated once

The goal this week: delegate a single task one time and see the output with your own eyes.

Actions:

1. **Pick the ONE task (Day 1).** Use the three questions from the Job Description Pack: what do you dread, what's costing you money, what happens weekly? Write your answer down in one sentence. Example: "Every new inquiry gets a same-day summary and a drafted response." If your sentence has the word "and" in it more than once, it's too big. Shrink it.
2. **Write it down like you'd explain it to a new assistant (Days 1-2).** This is the most important 30 minutes of the month. Open a blank document and write, in plain English: what the task is, what a great result looks like, what a bad result looks like, what information they'll be given, and any rules that can never be broken (privacy rules go here – no client names in anything public, ever). Don't try to sound technical. If you can explain it to a smart 22-year-old on their first day, you've written it correctly. That document IS the job description your digital employee works from.
3. **Gather one real example (Day 2).** Find one finished example of the task done well – an intake summary you were proud of, a follow-up message that landed, a report you actually liked. Your new hire learns your standard fastest from your best work, not from a description of it.
4. **Do the first delegation (Days 3-4).** Hand your digital employee the written instructions, the example, and one real piece of work – one inquiry, one week's schedule, one denial. Let it produce its draft. Then read the output slowly, the way you'd read a new hire's first attempt.
5. **React honestly (Day 5).** Note what it got right and what it got wrong. Don't fix the output yourself – that's the old habit talking. Tell it what to change and have it redo the work. It will. Without sulking.

Win to expect: one real piece of your workload, drafted without your fingers on the keyboard, at maybe 70-80% of your standard on the first pass. That first draft landing in front of you – that's the moment this

becomes real.

Mistake to avoid: picking a task that's too big. "Handle my marketing" fails. "Draft four Facebook posts from this voice memo" succeeds. Small and finished beats big and abandoned, every single time.

Week 2: Daily rhythm, and coaching like you mean it

The goal this week: the task runs every working day, and you review the output like a manager, not a proofreader.

Actions:

1. **Set a daily 15-minute review window (Day 8).** Same time every day – with your morning coffee works. Your digital employee produces; you review, approve, and send. You are still the final signature on everything this week. That's by design.
2. **Correct like you'd coach a new hire (all week).** When output misses, don't silently fix it – say what was wrong and why. "Too formal, we talk to families like neighbors." "Never promise a start date before we've done the assessment." "Always include the payer type in the summary." Every correction you give gets folded back into the written instructions from Week 1, so the same mistake doesn't come back.
3. **Update the written instructions twice this week (Days 9 and 12).** Your Week 1 document was a first draft. By Friday it should be noticeably better – sharper rules, more examples, the exceptions you forgot existed. This document is becoming one of the most valuable assets your business owns: your standard, written down.
4. **Track the misses (all week).** Keep a running note of every correction you make. You're looking for the pattern: is it tone? Missing information? Wrong priorities? One pattern fixed in the instructions beats ten outputs fixed by hand.
5. **Notice your own resistance (honest one).** Somewhere around Day 10 you'll be tempted to just do the task yourself because "it's faster." It is faster – this week. It was also faster to do your first employee's job yourself in their second week. You didn't, because you were building something. Same thing here.

Win to expect: by Friday, output quality jumps noticeably – not because the AI "got smarter," but because your instructions did. Most owners see their correction rate drop by half between Monday and Friday of Week 2.

Mistake to avoid: silently fixing the output instead of correcting the instructions. Every silent fix is a lesson your employee never got. You'd never do that to a human hire – don't do it here.

Week 3: The second task, and the habit

The goal this week: the first task needs only light review, and a second, related task comes online.

Actions:

1. **Promote the first task to “spot-check” (Day 15).** If the last several days of output needed no meaningful corrections, stop reviewing every item line by line. Review a sample. You’re moving from proofreader to supervisor – which is the whole point.
2. **Add the second task – adjacent, not new territory (Days 15-16).** Pick something that touches the first task. If intake summaries are running, add the drafted response emails. If the schedule draft is running, add the call-off coverage list. Adjacent tasks reuse everything you taught in Weeks 1-2, so the second climb is half as steep.
3. **Write the second instruction document (Day 16).** Faster this time – you know the format now. What it is, what great looks like, the rules, one good example.
4. **Protect the daily rhythm (all week).** The 15-minute review window stays, now covering both tasks. The rhythm is the habit, and the habit is what makes this permanent. Owners who skip the daily window for a week come back to find they don’t trust the output – not because it got worse, but because trust needs contact.
5. **Tell one person on your team (Day 19).** Show a staff member what’s running and how you review it. Two reasons: it stops this from being a secret project that dies when you get busy, and their reaction will tell you what to delegate next – they know where the paperwork pain lives.

Win to expect: the day you realize the first task has become boring. You glance at the output, it’s right, you approve it, you move on. Boring is what delegation feels like when it’s working.

Mistake to avoid: adding a second task in a completely different area because you’re excited. Excitement says “now let’s automate billing too!” Discipline says “let’s finish owning intake first.” Depth before breadth – a task fully owned is worth five tasks half-started.

Week 4: The handoff test

The goal this week: the first task runs start-to-finish without you touching it – and you find out whether that’s actually true.

Actions:

1. **Define “done without me” in writing (Day 22).** Be specific: “Every inquiry gets summarized and a response drafted and filed, and I only see the weekly rollup plus anything flagged urgent.” If you can’t write the sentence, you can’t run the test.
2. **Set the escalation rules (Day 22).** A good employee knows what NOT to decide alone. Write the short list of situations where your digital employee must stop and flag you instead of proceeding: anything involving a complaint, anything touching money going out, anything that feels like a judgment call about care. Everything on that list still comes to you. Everything off it doesn’t.
3. **Run the handoff test (Days 23-26).** For three to four days, don’t touch the first task. No previews, no tweaks. Let it run under the rules you wrote. Review only what the escalation rules send you, plus one end-of-week sample.
4. **Grade it honestly (Day 26).** Did anything fall through? Was anything sent, filed, or flagged wrong? If yes – that’s not failure, that’s a gap in the instructions. Fix the document, run three more days. If no – you have your first fully delegated task. Mark the day. Seriously.

5. **Decide the next hire (Days 29-30).** Go back to the Job Description Pack with four weeks of real experience behind you. You now know what good instructions look like, what your review rhythm is, and how long onboarding actually takes. Pick digital employee number two. The second hire takes half the time. The third takes half of that.

Win to expect: one full business process – small, but real – that ran for days at your standard while your hands were completely off it. Most owners describe the same feeling: not amazement, relief.

Mistake to avoid: skipping the escalation rules because “it’s been doing fine.” The handoff test without escalation rules isn’t delegation, it’s abdication. The rules are what let you hand off the work while keeping the judgment. That line is where owners stay owners.

Day 30: What changed

Here’s the honest picture – not the ad version.

One task that used to eat 3-6 hours of your week now takes 15 minutes of review. A second task is most of the way there. You have two written documents that capture, precisely, how you want two pieces of your business done – documents that would have taken you years to write for their own sake, and that now make every future hire, human or digital, faster to train.

Your revenue didn’t double. Your workload dropped by a real, countable handful of hours – and more importantly, the *right* hours: the midnight paperwork, the Sunday scramble, the guilt-pile of follow-ups.

But the biggest change isn’t on a timesheet. It’s this: you now know how to do it. You’ve hired, trained, corrected, and handed off to a digital employee, start to finish. That skill is repeatable. The second hire is easier. By the third, you’re not “trying AI” – you’re an owner who staffs with it.

Ten job descriptions are sitting in the first half of this kit. You’ve filled one seat.

Nine to go – one at a time.

Build Sample 1: The Content Month

Sample build – fictional agency. Your version is generated for YOUR agency.

30-Day Social Media Content Calendar

Magnolia Care at Home – Peachtree City, GA

In-home senior care & companion care

This calendar gives Magnolia Care at Home a full month of ready-to-post content across Instagram, Facebook, and TikTok. Every caption is written in your voice – warm, human, and trustworthy – and speaks to the two audiences that matter most: adult children navigating care for an aging parent, and compassionate caregivers looking for a team that treats them like family. Post as written, or swap in your own photos, names, and stories to make each one yours.

Week 1

Day 1 – Instagram • Educational

Caption: If you visited Mom over the weekend and something felt “off” – the fridge a little emptier, the mail piling up, the same story told twice – you’re not imagining it. Those small changes are often the first signs a parent needs a little support at home. You don’t have to figure out what they mean alone. We help Peachtree City families see the picture clearly, with zero pressure and a lot of heart.

Hashtags: #AgingParents #SeniorCare #HomeCare #ElderCareTips #CaregiverSupport #PeachtreeCity #SandwichGeneration #AgingInPlace #FamilyCaregiver **Best time:** Tuesday, 7:30 PM **Visual:** Soft photo of an adult daughter holding her mother’s hands across a kitchen table, warm natural light.

Day 2 – Facebook • Community

Caption: We’re Magnolia Care at Home, and Peachtree City isn’t just where we work – it’s where our caregivers raise their kids, ride the golf cart paths, and wave at neighbors we’ve cared for over the years. We started this agency because we believe seniors deserve to grow older in the homes and community they love. If you see our team around town, say hi. We’re your neighbors first.

Hashtags: #PeachtreeCity #PeachtreeCityGA #FayetteCounty #LocalBusiness #SeniorCareAtlanta #HomeCareGeorgia #CommunityFirst #WomenOwnedBusiness #AgingInPlace **Best time:** Wednesday, 12:00 PM **Visual:** Team photo outdoors in a recognizable Peachtree City spot (golf cart path or Lake Peachtree backdrop).

Day 3 – TikTok • Behind-the-Scenes

Caption: Come along for a morning with one of our caregivers. Coffee first, then a client visit that starts with her favorite hymn on the radio and ends with a walk to the mailbox – because good care looks a lot like friendship. This is the part of home care nobody shows you.

Hashtags: #DayInTheLife #CaregiverLife #HomeCare #CaregiversOfTikTok #SeniorCare #CareWork #BehindTheScenes #ElderCare #HeartWork **Best time:** Thursday, 6:00 PM **Visual:** 30-second POV montage: coffee, driving, greeting client at the door, small joyful moments (faces of clients blurred or off-camera).

Day 4 – Instagram • Testimonial Template

Caption: “I live three states away, and for two years I carried the worry with me everywhere. Now [Caregiver Name] sends me a photo of Dad smiling at breakfast, and I can finally exhale.” – [Client’s Daughter, First Name L.] Families tell us the biggest thing we give them isn’t hours of care. It’s peace of mind.

Hashtags: #ClientLove #FamilyTestimonial #HomeCare #PeaceOfMind #LongDistanceCaregiving #SeniorCare #AgingParents #CaregiverSupport #PeachtreeCity **Best time:** Sunday, 8:00 PM **Visual:** Quote card in brand colors with a soft magnolia flower motif; testimonial text large and readable.

Day 5 – Facebook • Educational

Caption: Home care or a facility? It’s one of the hardest questions families face, and the honest answer is: it depends on your parent, not on a brochure. Home care keeps the routines, the recliner, the neighbor who drops by – and for many seniors, that familiarity is medicine. A facility makes sense when needs outgrow what home can safely support. We’ll walk you through both options honestly, even if the right answer isn’t us.

Hashtags: #HomeCareVsFacility #SeniorLivingOptions #AgingInPlace #ElderCare #SeniorCare #CaregiverTips #AgingParents #HomeCareGeorgia #FamilyDecisions **Best time:** Tuesday, 1:00 PM **Visual:** Simple side-by-side graphic – “What home care offers / What a facility offers” – in warm brand tones, no scary imagery.

Day 6 – TikTok • Recruitment

Caption: To the CNA who’s tired of being a number: we know your name, we know your kids’ names, and we schedule around your life – not the other way around. We’re hiring caregivers in the Peachtree City and south Atlanta area who lead with heart. Link in bio to apply. It takes five minutes and could change your whole year.

Hashtags: #CaregiverJobs #NowHiring #CNAJobs #HomeCareJobs #AtlantaJobs #PeachtreeCity #HealthcareJobs #WorkWithHeart #HiringNow **Best time:** Monday, 7:00 PM **Visual:** Caregiver speaking to camera: “3 things I love about working here” with on-screen text captions.

Day 7 – Instagram • Community

Caption: Saturday plans, Peachtree City style: the farmers market, a slow golf cart ride, and a stop for peach ice cream. Little outings like these are exactly what our companion caregivers love sharing with clients – because getting older shouldn't mean staying home. Where's your parent's favorite spot in town? Tell us below – we're always adding to our outing list.

Hashtags: #PeachtreeCity #GolfCartCity #FayetteCountyGA #SeniorLife #CompanionCare #AgingWell #LocalLove #SeniorActivities #AtlantaSuburbs **Best time:** Saturday, 10:00 AM **Visual:** Bright photo of a golf cart path in dappled sunlight or a local market scene.

Week 2

Day 8 – Facebook • Educational

Caption: "How do families actually pay for home care?" It's the question everyone thinks but few ask out loud. The honest answer: most families use a mix – long-term care insurance, veterans benefits (Aid & Attendance is hugely under-used), retirement income, and sometimes family cost-sharing. Very few pay for everything out of one pocket. We'll help you map out what applies to your family before you commit to a single hour of care.

Hashtags: #PayingForCare #LongTermCareInsurance #VeteransBenefits #AidAndAttendance #SeniorCareCosts #ElderCarePlanning #HomeCare #FinancialPlanning #AgingParents **Best time:** Wednesday, 11:00 AM **Visual:** Clean carousel-style graphic: "4 ways families pay for home care" with one icon per option.

Day 9 – Instagram • Behind-the-Scenes

Caption: Every Monday morning, our whole team huddles before the week starts – coffee in hand, care plans open, and one question on the table: "What does each client need from us this week?" Great care doesn't happen by accident. It happens because somebody planned it with love.

Hashtags: #BehindTheScenes #CareTeam #HomeCare #TeamHuddle #CaregiverLife #QualityCare #SeniorCare #WomenLedBusiness #CareWithHeart **Best time:** Monday, 12:30 PM **Visual:** Candid photo of the team around a table mid-conversation, coffee cups and notebooks visible.

Day 10 – TikTok • Educational

Caption: 3 signs your parent might need help at home – that most families miss. One: the "same three meals" pattern in the fridge. Two: unopened mail stacking up. Three: they've quietly stopped doing the thing they always loved. None of these mean it's time for big decisions. They just mean it's time for a conversation.

Hashtags: #AgingParents #SignsToWatch #ElderCareTips #SeniorHealth #CaregiverTips #HomeCare #AgingInPlace #FamilyCaregiver #SeniorSafety **Best time:** Tuesday, 8:00 PM **Visual:** Talking-head video

with the 3 signs appearing as bold on-screen text; end card: "Save this for later."

Day 11 – Facebook • Testimonial Template

Caption: "Mom didn't want a stranger in the house – she made that very clear. Three weeks later she was calling [Caregiver Name] 'my girl' and saving her articles from the paper." – [Client's Son, First Name L.] Resistance at the start is normal. The right caregiver changes everything.

Hashtags: #TestimonialTuesday #ClientStories #HomeCare #SeniorCare #CompanionCare #AgingParents #TheRightCaregiver #ElderCare #PeachtreeCity **Best time:** Tuesday, 7:00 PM **Visual:** Warm quote card with brand magnolia motif; optional photo of caregiver and client (with permission) from behind, sitting together.

Day 12 – Instagram • Recruitment

Caption: We don't hire caregivers. We hire the kind of people who remember that Mr. J takes his coffee with two sugars and that Miss Ella's stories get better the third time you hear them. If that's you – if care is who you are, not just what you do – we'd love to meet you. Apply through the link in our bio.

Hashtags: #NowHiring #CaregiverJobs #HomeCareJobs #CNAJobs #JoinOurTeam #HeartWork #AtlantaJobs #PeachtreeCityJobs #CareersInCare **Best time:** Wednesday, 5:30 PM **Visual:** Close-up of hands pouring coffee or holding a photo album – small acts of care, text overlay: "This is the job."

Day 13 – Facebook • CTA

Caption: If you've been carrying the "is it time for help?" question around for weeks, here's a gentle next step: a free in-home care assessment. We sit down with you and your parent, listen to what daily life actually looks like, and give you an honest picture of what support could help – with zero obligation and zero pressure. Sometimes clarity is the biggest relief of all. Message us or call to schedule.

Hashtags: #FreeCareAssessment #HomeCare #SeniorCare #AgingParents #PeachtreeCity #ElderCareSupport #NoPressure #CarePlanning #FirstStep **Best time:** Thursday, 10:00 AM **Visual:** Photo of a friendly care coordinator at a family's kitchen table, notebook open, everyone relaxed.

Day 14 – TikTok • Community

Caption: POV: you grew up thinking every town had 100 miles of golf cart paths. Peachtree City raised us, and now we get to care for the generation that built it. This one's for the grandparents who taught us to drive on those paths before we could reach the pedals.

Hashtags: #PeachtreeCity #GolfCartCity #GeorgiaCheck #HometownPride #SeniorCare #FayetteCounty #AtlantaTikTok #SmallTownLife #Grandparents **Best time:** Friday, 7:30 PM **Visual:** Nostalgic montage of Peachtree City scenery set to a trending audio, ending on the team logo.

Day 15 – Instagram • Educational

Caption: Companion care isn't "just keeping someone company" – it's the difference between a parent who eats alone in silence and one who lingers over lunch laughing at old stories. Loneliness raises health risks in seniors as much as many medical conditions do. Sometimes the most powerful care we provide is simply showing up, week after week, as a familiar and trusted friend.

Hashtags: #CompanionCare #SeniorLoneliness #AgingWell #ElderCare #HomeCare #SeniorHealth #ConnectionMatters #AgingParents #QualityOfLife **Best time:** Thursday, 7:00 PM **Visual:** Two chairs on a porch, two glasses of sweet tea – companionship without needing faces.

Day 16 – Facebook • Behind-the-Scenes

Caption: Meet the woman behind Magnolia Care at Home. [Founder Name] started this agency after walking through her own grandmother's care journey and realizing how hard it was to find help that felt like family. Today, every caregiver we hire is someone she'd trust in her own grandmother's home. That's not a slogan – it's literally the hiring standard.

Hashtags: #MeetTheFounder #WomenOwnedBusiness #OurStory #HomeCare #FamilyBusiness #SeniorCare #WhyWeCare #PeachtreeCity #WomenInBusiness **Best time:** Wednesday, 6:30 PM **Visual:** Portrait of the founder, warm and approachable, ideally holding a framed family photo.

Day 17 – TikTok • Testimonial Template

Caption: We asked one of our families what changed after care started. Her answer stopped us: "I got to be his daughter again, instead of his nurse." – [Family Member First Name L.] That's the whole mission in one sentence.

Hashtags: #CaregiverStories #FamilyFirst #HomeCare #Testimonial #AgingParents #SeniorCare #DaughterAgain #ElderCare #HeartWork **Best time:** Sunday, 7:00 PM **Visual:** Simple text-on-screen video with soft piano audio; the quote types out line by line.

Day 18 – Instagram • Educational

Caption: Long-distance caregiving is real caregiving – and it's exhausting in its own way. If you're managing Mom's care from Charlotte or Chicago, build your local safety net: one trusted neighbor, one nearby professional who visits regularly, and one system for updates you don't have to chase. That last one is exactly why our families get notes and photos after visits. You shouldn't need a flight to know your parent is okay.

Hashtags: #LongDistanceCaregiving #AgingParents #CaregiverTips #SandwichGeneration #HomeCare #ElderCare #FamilyCaregiver #PeaceOfMind #SeniorCare **Best time:** Monday, 8:00 PM **Visual:** Phone screen showing a caregiver's update message and photo, held by a relieved adult child.

Day 19 – Facebook • Recruitment

Caption: Caregivers, be honest: when's the last time an agency asked what YOU need? Here, that's the first interview question. Flexible schedules for moms, consistent clients so you can build real relationships, and an office that answers when you call. We're growing in Peachtree City, Fayetteville, and the south Atlanta area – come grow with us.

Hashtags: #CaregiverJobs #NowHiring #HomeCareJobs #FlexibleSchedule #CNAJobs #FayettevilleGA #PeachtreeCity #AtlantaJobs #WorkThatMatters **Best time:** Sunday, 6:00 PM **Visual:** Photo of a caregiver being welcomed at the office, or a graphic: "We're hiring people who care."

Day 20 – Instagram • CTA

Caption: That conversation you've been putting off about Dad's driving, or the stairs, or the missed medications? You don't have to have it perfectly – you just have to start it, and you don't have to start it alone. Book a free care assessment and we'll help you sort out what's urgent, what can wait, and what would actually help. Link in bio, or send us a DM.

Hashtags: #FreeCareAssessment #StartTheConversation #AgingParents #HomeCare #SeniorCare #CarePlanning #ElderCareSupport #PeachtreeCity #TakeTheFirstStep **Best time:** Tuesday, 12:00 PM **Visual:** Text-forward graphic: "The conversation can start with a phone call to us instead."

Day 21 – TikTok • Educational

Caption: Home care myths, busted in 30 seconds. Myth: "It's only for people who are really sick." Truth: most of our clients just need a hand with meals, errands, and company. Myth: "It costs more than a facility." Truth: part-time home care often costs far less. Myth: "Mom will hate it." Truth: Mom usually ends up loving her caregiver – ask us how we know.

Hashtags: #HomeCareMyths #MythBusting #SeniorCare #ElderCareFacts #AgingInPlace #HomeCare #CaregiverTips #AgingParents #TruthAboutCare **Best time:** Wednesday, 8:00 PM **Visual:** Fast-cut myth/truth format with bold red X and green check graphics on screen.

Week 4

Day 22 – Facebook • Community

Caption: A little love for the local organizations that make aging in Fayette County better: the Fayette Senior Services center, the Peachtree City Library's programs, and every church group that runs a meal train without being asked. Caring for seniors takes a village, and ours is a good one. Tag an organization or neighbor below who deserves a shout-out – we'd love to celebrate them.

Hashtags: #FayetteCounty #PeachtreeCity #SeniorResources #CommunityLove #FayetteSeniorServices #LocalHeroes #AgingWell #GeorgiaSeniors #ItTakesAVillage **Best time:** Friday, 11:00 AM **Visual:**

Day 23 – Instagram • Behind-the-Scenes

Caption: What’s in a caregiver’s bag? A blood pressure cuff, a deck of cards, a crossword book, peppermints, and – no joke – a backup hearing aid battery. Every item tells you something about how our team thinks: prepared for the practical stuff, ready for the joyful stuff.

Hashtags: #WhatsInMyBag #CaregiverLife #BehindTheScenes #HomeCare #SeniorCare #CareTeam #ThoughtfulCare #CaregiverEssentials #HeartWork **Best time:** Thursday, 5:30 PM **Visual:** Flat-lay photo of the bag contents neatly arranged, labeled with small handwritten tags.

Day 24 – Facebook • Educational

Caption: Family caregivers: respite care exists because you cannot pour from an empty cup – and you shouldn’t have to. Respite means a trained caregiver steps in for a few hours or a few days so you can rest, travel, or just remember what a quiet afternoon feels like. Taking a break isn’t abandoning your parent. It’s how you make sure you can keep showing up for them.

Hashtags: #RespiteCare #CaregiverBurnout #FamilyCaregiver #SelfCareIsCare #HomeCare #CaregiverSupport #AgingParents #ElderCare #YouDeserveRest **Best time:** Monday, 1:00 PM **Visual:** Peaceful image of an empty hammock or a coffee cup by a window, text overlay: “Rest is part of the care plan.”

Day 25 – TikTok • Recruitment

Caption: Things our caregivers actually said in their reviews of US: “They cover my shift when my kid is sick, no guilt trip.” “First agency that ever said thank you.” “I know my clients – I’m not bounced around.” Come work somewhere that works for you too. Application link in bio.

Hashtags: #CaregiverJobs #NowHiring #EmployeeReviews #HomeCareJobs #CNAJobs #WorkCulture #AtlantaJobs #PeachtreeCity #JoinOurTeam **Best time:** Tuesday, 6:30 PM **Visual:** Green-screen style video with real (anonymized) review quotes popping up behind a smiling team member.

Day 26 – Instagram • Testimonial Template

Caption: “After Dad’s fall, we thought we’d lost the version of him that laughed. [Caregiver Name] found it again – one card game and one bad pun at a time.” – [Client’s Daughter, First Name L.] Recovery isn’t just physical. The right person in the room changes what healing looks like.

Hashtags: #ClientStories #RecoveryJourney #HomeCare #SeniorCare #CaregiverLove #Testimonial #AgingParents #HealingAtHome #PeachtreeCity **Best time:** Sunday, 7:30 PM **Visual:** Quote card with playing cards motif in brand palette; soft, hopeful color grading.

Day 27 – Facebook • Educational

Caption: A 10-minute home safety walk-through you can do on your next visit to Mom's: check the bathroom for grab bars and slippery mats, look for loose rugs and cords in walkways, test the lighting on the stairs, and peek at the dates in the medicine cabinet. Most falls are preventable, and most fixes cost under \$50. Want our full printable checklist? Comment "CHECKLIST" and we'll send it over.

Hashtags: #FallPrevention #HomeSafety #SeniorSafety #AgingInPlace #ElderCareTips #CaregiverTips #SafetyChecklist #AgingParents #HomeCare **Best time:** Saturday, 9:30 AM **Visual:** Clean 4-panel graphic showing each checkpoint (bathroom, rugs, lighting, medications) with simple icons.

Day 28 – Instagram • Recruitment

Caption: Retired nurse? Empty nester? Someone whose friends already call you "the caretaker of the group"? Caregiving might be the second act you didn't know you were looking for. We provide the training and the support – you bring the heart. No prior agency experience required for companion care roles.

Hashtags: #SecondAct #CaregiverJobs #NowHiring #CompanionCare #EncoreCareer #HomeCareJobs #WorkWithPurpose #PeachtreeCityJobs #HiringNow **Best time:** Wednesday, 11:30 AM **Visual:** Warm portrait of a 50s-60s caregiver smiling with a client, text overlay: "Your experience is the qualification."

Day 29 – TikTok • Educational

Caption: How to talk to a parent about getting help – without it turning into a fight. Don't open with "You can't live alone anymore." Try: "I want you to stay in this house as long as possible – can we talk about what would make that easier?" Same goal, completely different conversation. Lead with their independence, not your fear.

Hashtags: #AgingParents #HardConversations #ElderCareTips #CommunicationTips #AgingInPlace #FamilyCaregiver #SeniorCare #HomeCare #ParentingYourParents **Best time:** Thursday, 8:00 PM **Visual:** Two-take video: "what not to say" vs. "what to say instead," with side-by-side text captions.

Day 30 – Facebook • CTA

Caption: We'll leave you with this at the end of the month: you don't have to wait for a crisis to get support. The families who tell us "I wish we'd called sooner" outnumber every other kind. Our free in-home care assessment takes about an hour, costs nothing, and gives you a clear, honest plan – even if that plan is "not yet." Call us or send a message today. We're right here in Peachtree City, and we'd be honored to help.

Hashtags: #FreeCareAssessment #DontWaitForACrisis #HomeCare #SeniorCare #AgingParents #PeachtreeCity #CarePlanning #ElderCareSupport #WeAreHereToHelp **Best time:** Monday, 10:00 AM **Visual:** Inviting photo of the team by the office door or a front porch, text overlay: "The first step is free."

How to Use This Calendar

- **Personalize before posting:** Swap the bracketed placeholders in testimonial posts for real (permission-granted) client quotes, add your own team photos, and drop your booking link into every CTA and recruitment post.
- **Post at the listed times, then engage for 20 minutes:** Reply to every comment and DM within the first hour – the algorithm rewards it, and families notice an agency that answers.
- **Repeat what works:** At the end of the month, note your top 3 posts by saves and shares, and build next month's calendar around more of those formats.

Sample deliverable – Magnolia Care at Home is a fictional agency created for demonstration purposes.

Build Sample 2: The Hiring Machine

Sample build – fictional agency. Your version is generated for YOUR agency and YOUR state.

The Hiring Machine – Magnolia Care at Home

Peachtree City, GA • In-Home Senior Care • Caregiver Hiring Packet

Everything you need to go from “we’re short-staffed again” to a signed offer – job post, phone screen, interview scorecard, scenario questions, offer letter, and first-week onboarding. Print it, use it, hand it to whoever helps you hire.

1. Caregiver Job Post

Caregiver – In-Home Senior Care (Peachtree City & Fayette County)

Magnolia Care at Home • Part-time & Full-time • Flexible shifts

You know that feeling when you leave a client’s home and you can tell their whole day got better because you showed up? That’s the job. That’s the whole job.

Magnolia Care at Home is a family-owned agency in Peachtree City. We keep seniors safe, comfortable, and independent in their own homes – and we’re looking for caregivers who take real pride in that work.

What you’ll actually do: - Help clients with bathing, dressing, grooming, and mobility - Prepare light meals and help with medication reminders - Light housekeeping – dishes, laundry, keeping walkways clear - Drive clients to appointments and errands (mileage reimbursed) - Be good company. Sometimes the most important thing you do all day is sit and talk. - Document each visit so the family and our office know how things are going

Let’s be honest about the work: This job is meaningful, but it isn’t easy. Some days involve incontinence care. Some clients have dementia and will ask you the same question fifteen times, or refuse the help they need. Some families are stressed and it shows. If you can meet those moments with patience and steadiness, you’ll be great here – and we’ll back you up every time.

What we’re looking for: - CNA or PCA certification preferred (we’ll consider strong experience without it) - At least 1 year of caregiving experience – professional or family caregiving counts - Reliable transportation, valid driver’s license, and current auto insurance - Ability to pass a background check, as required for home care work in Georgia - Current TB screening (or willingness to complete one – we’ll help you get it done) - A phone you can use for visit check-in and notes - Physically able to assist with transfers and be on your feet

What you get: - Competitive hourly pay, paid weekly - Consistent schedules – we match you with regular clients, not a different stranger every day - A real office team that answers the phone when you call - Paid training and shadow shifts before you’re ever alone with a client - Mileage reimbursement for client transportation - Respect. You are the company to our clients, and we treat you that way.

How to apply: Call or text us, or apply online. We respond to every applicant within one business day – because if we want caregivers who show up, we’d better show up too.

2. Phone Screening Script

Purpose: 10–15 minutes. You're screening for reliability, warmth, and dealbreakers – not conducting the full interview. Smile while you talk; they can hear it.

Opening: "Hi [Name], this is [Your Name] from Magnolia Care at Home – thanks for applying! Do you have about ten minutes to talk? Great. I'll ask a few questions, then you can ask me anything."

1. "Tell me a little about your caregiving experience – paid or family." *Good sounds like:* Specific clients or family members, specific tasks (transfers, bathing, dementia care), and warmth when they talk about the people. *Red flag:* only talks about tasks, never people – or can't name anything specific.

2. "What made you apply with us / why home care instead of a facility?" *Good sounds like:* One-on-one connection, more time per client, autonomy. *Red flag:* "I just need any job" with no interest in the work itself.

3. "What days and hours are you actually available? Any hard limits – school pickup, second job, church?" *Good sounds like:* Clear, specific answer they've thought through. Honest limits are GOOD – they predict reliability. *Red flag:* "I'm open to anything" that changes when you press for specifics.

4. "Do you have reliable transportation of your own? License and insurance current?" *Good sounds like:* Yes, own vehicle, no hesitation. Probe softly if they mention rides from others – shared cars are the #1 hidden cause of no-shows.

5. "Are you comfortable with hands-on personal care – bathing, toileting, incontinence care?" *Good sounds like:* A matter-of-fact yes, ideally with an example. *Red flag:* a long pause, or "well, I'd prefer companion care." Better to know now.

6. "Tell me about a time a client or patient was difficult. What did you do?" *Good sounds like:* Stays calm, doesn't blame or mock the client, describes a real approach (redirecting, giving space, calling the office). *Red flag:* venting, name-calling, or "I've never had a difficult client."

7. "Home care requires a background check and a TB test – any concerns with either?" *Good sounds like:* An easy no. If they disclose something, thank them for the honesty and note it – honesty here is a point in their favor, not against.

8. "If you're running late or can't make a shift, what do you do?" *Good sounds like:* "Call the office as soon as I know." *Red flag:* "It's never happened" (not credible) or "I'd text the client."

9. "What's the pay range you're looking for?" *Good sounds like:* A realistic number in your range. If they're far above it, say so kindly now – don't waste an interview on a mismatch.

10. "What questions do you have for me?" *Good sounds like:* Questions about clients, training, schedules, or the team. Someone with zero questions is often someone with zero real interest.

Closing – pick one: - *Advance:* "I'd love to have you in for an interview. Does [day/time] work?" - *Hold:* "Thanks so much – we're finishing screens this week and I'll follow up by [day]." (Then actually follow up. Ghosting applicants poisons your reputation in a small town.)

3. Interview Scorecard

Candidate: _____ **Date:** _____ **Interviewer:** _____

Score each competency 1–5. Total of 28+ = strong hire. Any competency at 1 = do not hire, regardless of total.

Competency	1 – Weak	3 – Acceptable	5 – Strong	Score
Reliability & Attendance	Vague work history, gaps they can't explain, blames others for past job losses, unclear availability	Steady history with normal transitions; availability mostly matches your need; understands call-out protocol	References confirm they show up; long tenures; treats attendance as a personal standard ("my clients count on me")	—
Empathy & Warmth	Talks only about tasks and pay; flat or dismissive when describing clients; no curiosity about people	Speaks kindly about past clients; shows patience in examples; warmth is present but generic	Lights up describing specific clients; naturally sees the person behind the diagnosis; you'd want them caring for YOUR mother	—
Professional Boundaries	Shares client stories with names/details; talks about lending money, adding clients on social media, or "becoming family" with no limits	Understands the basics: no money handling beyond policy, keep client info private, route family conflicts to the office	Gives clear examples of holding a boundary kindly – declining a gift, redirecting a request outside the care plan, keeping confidences	—
Transportation & Logistics	No reliable vehicle, lapsed license/insurance, depends on others for rides, distance to territory is a stretch	Own vehicle, current license and insurance, reasonable commute	Reliable vehicle plus backup plan; comfortable driving clients; knows the area	—
Documentation & Communication	Resists notes ("I just remember"); poor written communication; wouldn't report a concern unless asked	Understands visits must be documented; communicates clearly; would call the office about changes in condition	Treats documentation as protection for the client, the family, and themselves; gives examples of catching problems early because they wrote things down	—
Scenario Judgment	Freezes, guesses, or chooses force/argument in scenarios; never mentions calling the office	Works through scenarios sensibly; safety first; calls the office when unsure	Calm, layered thinking: safety → dignity → de-escalation → document → report. Sounds like they've lived it	—
Coachability	Defensive when asked about weaknesses or	Accepts feedback in examples; open to	Asks what they could do better; describes a real time	—

Competency	1 – Weak	3 – Acceptable	5 – Strong	Score
	feedback; “I already know how to do this job”	training and shadow shifts	feedback changed how they work	
Physical Capability & Stamina	Hesitant about transfers, lifting, or being on their feet; no honest discussion of limits	Confident with standard transfers and mobility assistance; honest about limits	Experienced with gait belts, transfers, fall prevention; knows proper body mechanics and when to ask for equipment or help	—

Total: ____ / 40

Decision: ☐ Hire ☐ Hold ☐ No – **Notes:** _____

4. Scenario Questions

Ask both. Let them think. You’re listening for judgment, not a memorized right answer.

Scenario A: “Your client refuses to bathe. She’s refused for three days now, and her daughter is getting upset with you about it. What do you do?”

Strong answer includes: - Never forces or shames the client – dignity first - Gets curious about the WHY: is the bathroom cold? Is she in pain? Embarrassed? Afraid of falling? Is this new behavior (which could signal a UTI or cognitive change)? - Tries approaches: different time of day, a sponge bath instead of a shower, music, letting the client control the pace, framing it around something she wants (“let’s get you fresh before your granddaughter visits”) - Documents the refusals each day - Reports the pattern to the office/supervisor – three days is a pattern, and a new refusal pattern can be a medical red flag - Communicates with the daughter with empathy but routes care-plan conflict through the agency, not a driveway argument

Weak answer sounds like: - “I’d just make her do it” (force = immediate no-hire) - “That’s her choice, nothing I can do” (abandons the problem, no curiosity, no reporting) - “I’d tell the daughter to handle it” (dumps the conflict on the family) - No mention of documenting or telling the office

Scenario B: “A client’s son calls the office and says items have gone missing from the house, and he thinks you moved or took them. You know you didn’t. What do you do?”

Strong answer includes: - Stays calm – doesn’t take it personally or get defensive with the family - Cooperates fully and transparently: walks through their visits, welcomes any review - Lets the AGENCY lead the response – doesn’t call the son directly to argue their case - Documents what they know: what they touched, where things were, anything they observed - Shows understanding of why this happens: items get misplaced, memory issues are common, and families are scared – an accusation is often fear wearing an angry face - Mentions protective habits going forward: noting when they move items, keeping personal belongings visible, staying out of areas they don’t need to enter

Weak answer sounds like: - Anger at the family, or “I’d quit that client” as the first move - Confronting the son or the client directly to defend themselves - Dismissing it: “Old people lose stuff all the time” with no empathy and no process - No mention of the office, documentation, or cooperation – a caregiver who handles accusations solo is a liability

5. Offer Letter Template

Generic template language – not legal advice. **Have your attorney review before use.**

[AGENCY LETTERHEAD]

[DATE]

Dear [CANDIDATE NAME],

We’re delighted to offer you the position of **Caregiver** with Magnolia Care at Home. We were impressed by [SPECIFIC STRENGTH – e.g., “your calm, thoughtful answers about dementia care”], and we believe our clients will be lucky to have you.

The details of our offer:

- **Position:** Caregiver, [PART-TIME / FULL-TIME]
- **Pay rate:** \$[RATE] per hour, paid [WEEKLY / BI-WEEKLY]
- **Anticipated schedule:** [DAYS/HOURS – e.g., “Monday-Friday, approximately 25-30 hours/week”], subject to client assignments
- **Start date:** [DATE], beginning with paid orientation and training
- **Mileage reimbursement:** \$[RATE] per mile for approved client transportation
- **Reports to:** [SUPERVISOR NAME/TITLE]

This offer is contingent upon:

1. Satisfactory completion of a background check as required for home care employment
2. A negative TB screening completed before your first client assignment
3. Verification of professional references
4. Proof of a valid driver’s license and current auto insurance
5. Completion of required orientation and training

Your employment with Magnolia Care at Home is at-will, meaning either you or the agency may end the employment relationship at any time. This letter is not a contract of employment for any specific duration.

To accept, please sign below and return this letter by [DATE]. If you have any questions before then, call me directly at [PHONE] – my door is open.

We can’t wait to have you on the team.

Warmly,

[OWNER/HIRING MANAGER NAME] [TITLE] Magnolia Care at Home

6. First-Week Onboarding Checklist

The first week decides whether they stay 90 days or 9 days. Don't wing it.

Before Day 1 - ☐ 1. Background check cleared, TB result received, references verified, license + insurance copied to file - ☐ 2. New-hire paperwork complete: W-4, I-9 with documents, direct deposit, emergency contact, signed handbook acknowledgment - ☐ 3. Welcome text sent the day before: where to go, what time, what to wear, who's meeting them

Day 1 – Orientation - ☐ 4. Office tour + introductions to every office staff member (they need to know the voices on the phone) - ☐ 5. Policy walkthrough: call-out procedure, visit check-in/check-out, documentation standards, confidentiality, boundaries, gift policy, incident reporting - ☐ 6. Emergency protocols trained: falls, medical emergencies, when to call 911 vs. the office, what to do if a client doesn't answer the door - ☐ 7. Set up their visit check-in and documentation system on their phone; watch them complete a practice note

Days 2-3 – Shadowing - ☐ 8. Two shadow shifts with an experienced caregiver – one personal-care client, one companion-care client if possible - ☐ 9. Client introduction visit for their first regular assignment: introduce them to the client AND the family face-to-face, review the care plan together

Days 4-7 – First Solo Shifts - ☐ 10. First solo shift with a supervisor check-in call mid-shift and a debrief call after - ☐ 11. Review their first visit notes and give specific feedback within 24 hours – praise what's good, correct what's not, kindly - ☐ 12. End-of-week sit-down (15 minutes): How did it feel? What surprised you? What do you need? Confirm next week's schedule – and tell them one specific thing they did well. Caregivers who feel seen in week one stay.

End of sample packet. Generated as a demo of the Hiring Machine – your version is built for your agency name, your market, your pay rates, and your state's requirements.