

BCS Research

Domiciliary Health Care Company (BCS)

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Men and Women
 - We will be speaking about potential clients with medical conditions but speaking to family members and friends of these people
- Approximate Age range?
 - 16-65
 - Mainly clients aged 40+ at the moment
- Occupation?
 - No longer work because they now have a medical condition that prevents them from working
- Income level?
 - £40-50k+ a year roughly
 - Looking to receive care that is worth \$3000 a month
- Geographic location?
 - Birmingham
 - We will expand into:
 - Redditch
 - Solihull
 - Dudley
 - Worcestershire

Painful Current State

- What are they afraid of?
 - Their confidence in care providers
 - After such an awful experience with two care companies our **confidence was shattered**
 - Sometimes carers are in and out in five minutes - Rushing care and not being patient
 - When using the slide sheet they always smacked my dads head off the top of the

bed. When using a hoist they would catch his catheter and pull it out - **insensitive and irresponsible**

- They would leave key codes open for anyone to access the keys. Thankfully I was there 24/7 to **protect** my dad from them
- You can't expect these people to care or any carers in any business.
- **social services want to slam your family member into a care home.**
- **we contacted them needing 24/7 live-in care for our then 93-year-old mother who could no longer live safely alone in her own home.**
- What are they angry about? Who are they angry at?
 - Office staff is very rude, they need training on how to **deliver good customer service**. They don't know how to speak to customers on the phone, **really unpleasant staff**.
 - Office staff are **rude and aggressive** on the telephone then verbally abuse clients when that call is returned
 - The carers have no idea what they are doing
 - These people don't care about our elderly, all they want is the money
 - The Hackney group suspended my mums care because I made a complaint that they neglected her twice, where she ended up in hospital and nearly died
 - They **arrive hours late, lack compassion, lack communication skills** and **merely view clients as their monthly pay check**
- What are their top daily frustrations?
 - Top management **don't seem to care or reply to complaints or concerns**
 - go out of their way to make life difficult and compromise my son's care
 - The **office staff are not competent to advise a carer** or anyone on the field on anything.
 - They don't respond to emails, they don't update care plans or medications, they neglect their clients and they **don't care about the safety of the carers** either
- What are they embarrassed about?
 - Looking like they're struggling
 - When they don't receive help for something they expected help for
 - Being viewed as incompetent/an idiot
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Dealing with their problems:
 - They feel respected and cared for
 - They feel as though their needs are being heard and attended to therefore they build a genuine connections with those caring for them
 - Feel a degree/more independence in their life even with their condition
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I took care of my dad for ten years- I met- thousands of carers- and **not a single one could be trusted to not put my dad at risk**. The carers genuinely don't care. They're there because it's a job they can do while they study and go on with their lives.
 - To make matters worse, my grandmother and I have noticed the disappearance of various items, left right and centre. Her jewellery box is missing, pots, pans and cutlery have disappeared yet the company couldn't care less. Before Hartwig began 'caring' for my grandmother she had so much cutlery she could barely fit them in her

kitchen drawer. Now there is not enough for 5 people to sit down and have a meal. Upon leaving my grandmother's house, carers have left the door open on more than one occasion. She has been so frightened that she had to search her entire house to see if anyone has snuck in. The manager couldn't care less. We planned a meeting to discuss these issues. However, when I called back later on, they hadn't made note of this meeting in their system. As a result of the poor care and the resulting stress, my grandmother has noticed a regression in her health. What really troubles my heart is that the vulnerable people who are being mistreated by this company sometimes cannot express this maltreatment. If I could do the impossible and leave less than one star, I truly would.

- What is keeping them from solving their problems now?
 - They don't know which care providers are reliable or not
 - They don't know if they can trust care providers anymore
 - They've had distasteful experiences with staff at care providing companies, these being:
 - Stealing their personal belongings
 - Rushing their care
 - Carers not showing any care or compassion when giving care
 - Leaving their houses open which leaves them vulnerable
 - Being insensitive to the clients well being
 - Office staff are rude over the phone
 - Carers showing incompetence with their job
 - Carers not being knowledgeable enough which causes doubt in their clients' mind, worry and uncertainty
 - Which has made them negligent to trust future companies to care for them

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - I am always smiling because they do always know how to keep customers happy
 - Feeling of a burden being lifted from their shoulder but also their family
 - Feel as though they can be a part of society again
 - They can be around their loved ones and not feel isolated and alienated
 - Their daily requirements are being met
 - **so helpful and reassuring and helped make the whole process** of placing a full-time live-in carer with my mother

- as **timely and as painless** as possible for all involved.
 - When and where necessary our current live-in relationship manager has adjusted the care plans making sure all elements and carefully discussed with my mother, myself, and the carer so that they are clearly understood, ensuring safe and timely delivery of care.
 - The carer **executes these care requirements professionally and diligently and conscientiously** completes her daily care tasks making sure they are fully and carefully audited.
 - has my **mother's welfare and needs at the forefront of everything she does...** conducting herself in a **calm, compassionate thoughtful way**
 - She has **boundless patience and respect** and enables our mother **to move at her own pace**, always keeping an eye on getting what is needed done daily **without rushing and exhausting her.**
 - When Getrude needs a break, we have a respite carer Aniko **who our mother is now familiar with** providing continuity and **making the change over less disruptive.**
 - It is important that the company you choose **listens to your concerns** and takes action
 - listened to our concerns and **acted swiftly and decisively**
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They want to be treated with compassion and care:
 - The 6 Cs - care, compassion, courage, communication, commitment, competence
 - **feel warmed and welcomed** as soon as you step through the door
 - **always make sure your needs are attended to**
 - gone out of their way to support **my needs**
 - ring them at any time and they would **ensure that carers attended, even the office staff came out in a emergency** to see to my mum.
 - The office staff are **very warming** whenever I go in to see them they **treat me with the most respect**
 - they **listen to our problems and give us relevant solution**
 - We all work as a team and cooperate with each other. - They want be treated like family
 - very professional, caring, and punctual.
 - Friendly professional people
 - Carers **care about their clients**

- Office staff are really **professional and down to earth**
 - **great compassion and empathy for our situation**
 - professional company that **treats me with care and dignity.**
 - The team of carers were always **caring, considerate, compassionate, and thoughtful**
 - who took time to get to know my mum and **understand her needs.**
 - Appreciated the weekly roster so I always knew who was there and what time
 - **treating my mom with the respect, dignity, and compassion** she deserved
 - Their exceptional team of carers, along with their compassionate approach to providing support, have made a significant difference in my mother's life
 - During a very anxious and sad time. Their team were **engaged and supportive** during a period that challenged our whole family
 - They want to feel as though their carers know exactly what they're doing
 - expertise and knowledge of the subject matter has been invaluable (carers always know exactly what they're doing, and their knowledge of care is amazing/incredible/invaluable - **state why/how**)
 - excellent advice given by Managers on a personal matter to help my father who is currently in hospital
 - I found the staff very friendly and they explained everything with logic and showed high care towards their service users, so this makes me feel that they know exactly what they are doing and that is the crucial point. I was completely impressed with their professionalism and customer service.
 - One aspect that genuinely set Nexus Care Services apart was its commitment to going the extra mile. Whether it was accompanying my mother to medical appointments, or simply offering a listening ear, their dedication to providing care was evident at every turn. Their **unwavering** support not only positively impacted my mother's well-being but also provided immense relief to our entire family.
 - Her communication skills are exemplary, always **keeping me informed and addressing any concerns promptly and effectively.**
 - (Our carers') nature and professionalism (will make your care)/have made my work experience significantly smoother and more enjoyable.
 - skilled but also genuinely invested in their well-being and success.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

"You know, after everything I've been through with these care companies, it feels impossible to trust anyone. But if I could have things my way, it would be completely different. I'd have carers who actually take their time, who treat me like a person, not just another task to tick off.

They'd be gentle, make sure I'm comfortable, and truly care about my well-being. I wouldn't have to worry about being rushed or feeling unsafe.

Imagine having carers who are competent, compassionate, and genuinely know what they're doing. It would make me feel secure again, like I could relax and focus on my health without constantly worrying about something going wrong.

My family wouldn't have to hover over my care anymore either—they could finally feel confident that I'm in good hands. More than anything, I just want to feel respected and cared for, like I'm a priority."

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - After such an awful experience with two care companies our **confidence was shattered**
 - These people don't care about our elderly, all they want is the money
 - The carers genuinely don't care. They're there because it's a job they can do while they study and go on with their lives.
 - What really troubles my heart is that the vulnerable people who are being mistreated by this company sometimes cannot express this maltreatment.
- Who do they blame for their current problems and frustrations?
 - Care provider staff
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They didn't find a good care company
 - They lost trust in all care companies because of bad experiences with care companies they tried out
- How do they evaluate and decide if a solution is going to work or not?
 - They invest in the care company through the council, through family and friend recommendations or through finding them online and trying them out
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
 - Authenticity, integrity, compassion and care. They expect carers to know exactly what they're doing all of the time.
 - They expect complete competence so they can place their trust in them and at the same time they expect patience, kindness and want to feel comfortable around carers
- What character traits do they despise in themselves and others?
 - What they despise in others
 - Insensitivity
 - A lack of compassion, sympathy and empathy
 - Carers not providing the basic tenants towards their clients such as asking how their day has been, checking to see if they're ok and being patient and understanding with their clients
 - Seeing them as simply a job to complete
- What trends in the market are they aware of? What do they think about these trends?
- What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - The tribe they are a part of
 - The group of individuals who are not capable of performing daily tasks they used to be able to perform independently
 - Who require assistance in minimal/majority/all day-to-day actions

Basic Avatar



Name: Steve Andrew Jenkins

Background Details

- Steve was a well-respected businessman who worked hard as an accountant in Central London for 3 years. Unfortunately, he experienced a severe stroke, which rendered him incapable of walking again and affected his speech and all-round ability to move as freely as he used to.
- He has 2 children aged 7 (James) and 10 (Jacob) and has been married to his lovely, committed and loyal wife Karen Jenkins for 6 years, who, since the incident, has been even more devoted and committed to making sure his day-to-day needs are met.
- He struggles to communicate with people outside his immediate family. Still, he has managed to maintain daily business tasks as his fingers for work can manoeuvre quite well but not as well as before. He can still send emails and work out calculations for work but can only work at home. These business tasks he performs, which used to take him only 2 hours to complete, now take 4-5 hours to complete due to his new condition.

- The incident which happened 3 years ago still has a scar in his heart. Going from a man who was constantly on his feet, making constant calls and being able to communicate freely to anybody to now being bed-bound unless he has help moving to and from point A to point B puts Steve in a state of severe sadness, sometimes borderline depression.
- The love he has for his family and vice versa and the faith and love he has in God (He's a Christian) sometimes help him forget the pain of what he used to have; however, a lot of the time, he can see the tiredness and fatigue in his wife's eyes who helps him the most with the help of other family members occasionally. He also feels the pain of not being able to communicate as clearly as he would like with his children and the pain of not being able to just watch and follow them from a distance as they do what kids do, as he will have to ask for his wife's help and doesn't want to burden her constantly

Day in the life:

- Steve wakes up early to the sound of his children getting ready for school. His wife, Karen, is already up, moving between the kitchen and their bedroom. Steve wishes he could help, but he's bound to the bed, waiting for Karen to assist him with his morning routine. His stroke has left him unable to walk, so even simple things, like getting out of bed, require Karen's help. He watches her, knowing how much she's taken on since his stroke, and he feels a mix of gratitude and guilt.
- Once Karen helps him to his desk, Steve spends hours completing tasks for his accounting work. What used to take two hours now takes double the time. As he struggles through his emails, his fingers moving slower than they used to, he feels the weight of his former self—the man who once confidently strode through Central London offices. He catches sight of his kids playing outside, and a wave of sadness washes over him; he can't join them.
- By evening, Steve is exhausted and frustrated. His inability to communicate as clearly as he wants only adds to his feelings of isolation. He sees the fatigue in Karen's eyes as she helps him again, and his heart aches. He feels like a burden, despite her reassurances, and wonders how long they can continue like this. His faith and love for his family keep him going, but every day is a painful reminder of all he's lost.

Wife's perspective:

Karen wakes up before dawn, already feeling the weight of the day ahead. She quietly prepares breakfast for her boys and tends to Steve, helping him get out of bed and ready for the day. She sees the frustration in his eyes as he struggles with tasks that once came so easily, and while she never complains, the constant caregiving is exhausting. She wishes she could give him more freedom but knows his condition leaves little room for that. She smiles at the kids, but deep down, she feels a sadness that's hard to shake, knowing how much their lives have changed.

As Steve works through his business tasks, Karen takes on the household chores. She hears the kids laughing outside, and her heart aches, knowing Steve can't easily join them. She juggles everything—managing the boys, keeping the house running, and tending to Steve's needs. By evening, she's physically and emotionally drained. She loves Steve deeply, but every night, as she helps him one last time before bed, she feels the strain, wondering how long she can keep this up without breaking

Now I just want you to understand this content then wait for my next prompt ok?

DONE?

- Do I have an understanding of my customer in my brain?
- Do I understand how they think can I predict how they will respond if I offer them this and/or that?

Define The Reader's Steps

Current State

Where is the reader right now?

- The reader is in a place of need.
- They've had terrible experiences in the past with previous care providers that have shown a lack of care and interest in the overall well-being of their client and just want to get the job done
- They feel unheard of, to a degree isolated, and feel their health ever so slightly deteriorating because of a lack of care towards them.
- Carers lack communication and their superiors don't seem to care either because they forget when meetings are supposed to held when a complaint is made

Dream State

Where does the reader want to get to?

- To feel seen, understood, catered to but most importantly listened to
- They want any type of burden on them or their family to be alleviated
- They want to feel an improvement in their overall health and experience once again what its like to be independent even in their condition
- They want to feel warm and happy and be welcomed with gentle, compassionate and loving care on a daily basis
- They want to feel as though all their needs are being met on a daily basis

Roadblock

What is their/are their current roadblocks?

- Although the client has family that can help take care of them, they don't know which care provider is dependable and trustworthy to give them the feeling of being understood and listened to and where their ever-changing needs are consistently met and are the priority of the carer(s)... nothing else

What have they tried that was unsuccessful?

- They trusted in care companies that let them down with extremely poor care where carers had little to no knowledge of how to provide care, office staff were rude, carers were insensitive and would compromise the well being of the client at times, the client wouldn't feel safe and protected and many other things

What mistakes did they/are they making?

- They've attempted to trust a care company that has under-delivered, underperformed, disappointed and caused more harm than good

Solution

What is the solution to overcoming the roadblock?/What has to be solved for them to reach their dream state?

- To have a trustworthy, reliable and competent team of caregiving professionals to completely cater to their needs
- To make them feel warm and welcomed whenever they come through the door
- To feel as though their wellbeing is the number one priority of the carers and they aren't just some job or some pay-cheque

Product

How is my client's service the best solution for my target market? (USP)

- We have Specialised Training For All Carers
 - We understand that trusting a home care provider can be difficult, especially if you've experienced unprofessional or incompetent carers in the past. At Balm Care Services, we've completely eliminated that concern. Our carers undergo specialized training, ensuring they not only meet all your daily needs but also provide care with precision and compassion. Whether it's handling complex medical equipment or offering personal support, our team is fully equipped to

give you peace of mind. You'll never have to worry about rushed or careless service. With Balm, your loved one is treated with the respect and care they deserve, every single day.

○

MISSION -

<https://www.beautiful.ai/player/-O1YtoRAr6ACWyCGk2rp/HOW-TO-POSITION-YOUR-OFFER> (Slide 14)

1. We want a funnel that attracts High Ticket Item leads that have a level 3 market awareness level
2. My client's problem is that people understand they need a solution but people don't know my client exists unless they are discharged from the hospital which is a different process of finding out about my client. My client's target market is looking for domiciliary care, home care, house care, care providers in birmingham. I've identified my client has little to no social media presence and for some reason my client isn't coming up as often on the internet. I think that has something to do with:
 - a. The Website I created for them:
 - i. SEO isn't strong
3. Stage 3 market sophistication
4. Start utilising stage 3 headlines on all social media platforms used, specifying and focusing on the mechanisms my client provides
 - a. I noticed about 2 Top players in the area were definitely leaning on the type of care they provide, which I think focuses on the mechanism than just a direct claim like 'We provide care in these areas To those with disabilities'

TOP PLAYERS:

<https://www.karvacare.co.uk/>

<https://clarabartons.Karva Care Services Limitedcom/>

<https://watracare.co.uk/>

<https://careandgrace.co.uk/>

<https://careplusdirect.com/>

<https://nexuscareservices.co.uk/>

<https://minorikchiropractic.com/>

<https://www.serenityhomecare.co.uk/about-us/become-a-carer>

<https://knightsbridgecareservices.co.uk/>

Website design top player:

<https://birminghamtenthire.co.uk/>

FUNNEL MISSION

I've completed the funnel breakdown mission and I would like an analysis based off of the information I've provided about the funnel and how I can utilise this and apply this to any business in domiciliary care that I approach

<https://solution2careservices.co.uk/>

MARKET IS LEVEL 3 SOLUTION AWARE (Based off of target market research)

MARKET IS STAGE 3 SOPHISTICATION (Based off of Top Player breakdown)

Search optimisation engine

- I'm a client looking for domiciliary care companies, and this company didn't come up on the first 2 pages I checked, so it has a bad SEO
 - No alluring description when the business name is searched on google

Multiple Home page issues

- Website banner becomes follows as the view scrolls and ruins the design of the rest of the site as the user scrolls
- Based off of the website the language used is attempting to sell the product instead of selling the results
 - There is hardly any use of customer language and persuasiveness, relatability to the customers and frankly quite a bland site
- Colour coordination is good on the other hand

Our Services Section

- For some reason the services aren't visible but are clickable

Testimonials

- This should definitely be at the front of the website and not an option within an option because it will be overlooked

Winners Writing Process

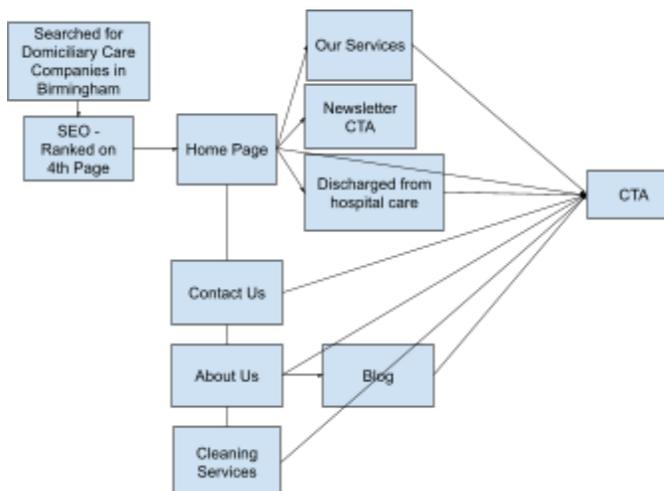
Top Player funnel breakdown - <https://clarabartons.com/>

Home Page:

- **Incredible colour contrast and big bold letters to captivate the viewer.**
 - **Text reads: Empowering independence, Enhancing lives, Your trusted care partner**
 - **This use of language builds trust in the brand to the viewer because they're alluring to guiding the viewer to that dream state of independence and improvement in their life regardless of their circumstance**
 - **Mini text reads: It's about believing in those people who need help living at home. And it's what we set out to do everyday**
 - **I like the 2nd sentence that reassures the viewer, if you choose us then everyday we'll set out and make sure we're doing what we need to do for you**
 - **1st sentence, personally would change it because what about the person who needs assistance are we believing in?**
- **Video on the background of the text that doesn't clash with the characters or the colours**
- **Incredible colour coordination with the characters and the site itself**
- **Bold banner telling potential viewers to leave their phone number for a call back (Free assessment within 48 hours)**
- **Our services state the "High ticket item" types of care they provide which is good for the high ticket customers they want**
- **Home care after hospital discharge then a brief description is good**
- **How it works**

● Care planning starts in four steps

- **Amazing**
- **Client testimonials section**



Top player funnel breakdown -

<https://www.helpinghandshomecare.co.uk/our-locations/birmingham/>

TOP PLAYER: Live in care enables the care receiver to stay in their cherished home while receiving essential support. Familiar surroundings and fond memories can enhance their care plan. Our carers know this, and that's why they do all that they can to keep you comfortable at home.

ME: You will receive care at home for your essential needs. Being in the comfort of your own home can enhance your care.

TOP PLAYER: Not only will your live-in carer be able to provide you with practical and physical care, they can also be a wonderful source of companionship and emotional support. All of our live-in carers are handpicked for their kind, empathetic personalities, and your local care manager will pair you with someone who matches your likes and interests.

ME: Your carer will give you the physical support you need and be a friend supporting you mentally and emotionally. We have a wide range of carers that will match your likes, interests and personality type whom we hand pick for you but over time you can ask for

Why choose us? Other care providers stick strictly to the care plan and neglect the ever-changing needs of the client. We prioritise communication and companionship because we don't want you to ever feel as though you're a paycheque to our carers. Our care is patient and kind, never rushing and most importantly always making sure your comfort and needs are the focal point of our care which is why we offer the first week free so you can familiarise yourself with our ability to deliver care without the worry of being charged for a service you may not be satisfied with.

Unique Selling Point

1. 24/7 Real-Time Communication & Updates

- **What makes it unique?** Constant communication is a pain point in care industries. Balm Care could implement a **real-time communication**

platform (via a simple app or service like WhatsApp) where families can receive daily updates, pictures, or reports about the care of their loved ones.

- **Mechanism:** A daily “Balm Care Journal” where caregivers update family members with information about meals, medications, activities, and emotional well-being.
 - 24 hour AI bot designed to answer any queries and direct accordingly

2. Specialized Training for Advanced Conditions

- **What makes it unique?** While many providers offer general care, Balm Care could differentiate by offering **specialized care teams trained specifically** in conditions like Alzheimer’s, Parkinson’s, or stroke recovery. The care staff would go through advanced certifications to handle these unique needs.
- **Mechanism:** Highlight certifications or training modules Balm Care requires that go beyond industry standards, ensuring that caregivers are experts in handling complex health issues.

3. Going the extra mile

4. Free First Week of Discounted Care

- **What makes it unique?** Offering a discounted trial period could lower the barrier for people hesitant to try domiciliary care. Provide a discounted first week of care for new clients, showcasing Balm Care’s superior quality with reduced risk.
- **Mechanism:** Promote this in ads as an introductory offer that allows families to experience Balm Care’s high standard of service before committing long-term.

Refer to band 3 carers and the type of training they undergo to provide complex care. We have a select group of highly trained carers that specialise in complex care (something like that)

Gentle and respectful

Draft DIC Copy

1. Who am I talking to? Who is my avatar?
 - a. Family and friends (mainly) of people who need care
2. Where are they emotionally and mentally, what are their challenges/roadblocks and dreams?
Where are they inside my funnel

- a. Emotionally and mentally: They are concerned, worried and stressed for the wellbeing of their friend/family member. They feel this way because of bad experiences in the past with other care providers and/or they haven't found a care provider they feel like they can trust to deliver care to a standard that doesn't cause constant concern for them
- 3. At the end of the copy, or ad what actions do I want them to take? Where do I want them to go?
 - a. I want them to click on the CTA and be redirected to the website where I want them to find the type of care they want/need and book in an assessment
- 4. If this is where they start, and this is where I want them to get to, what steps do I need them to take to get to the finish line? What do I need them to feel to push them to take the actions in the directions I want?
 - a. I need to address their problem, which are:
 - i. a lack of trust in care companies because they've never had a care provider before
 - ii. lack of trust in care providers due to previous experience with incompetent carers
 - iii. addressing the whole uncertainty of navigating care for somebody with zero care experience and how that can be energy taxing on somebody especially since they're uncertain if they're doing things right
 - iv. addressing that bcs provides the 6 Cs
 - v. prioritising addressing needs above all else

DRAFT #1

Is Caring for Your Loved One Becoming Overwhelming?

Watching someone you love struggle can feel heartbreaking

And as their needs grow, you may find yourself wondering: *"Am I doing enough?"*

The sleepless nights, the constant worry, and the weight of responsibility can leave you feeling exhausted and uncertain.

But what if you didn't have to do it alone?

Imagine knowing your loved one is not only safe

But cared for by a compassionate team who truly understands their needs.

Picture the peace of mind that comes from knowing they're in good hands,

Freeing you to focus on spending quality time with them.

That's the care you should be providing for them

Within just 36 hours, our fully trained team will replace your exhaustion and uncertainty with relief and serenity

Providing reliable and compassionate support designed to ease your burden of concern

While improving your loved one's independence and quality of life.

Let us help.

Book a FREE Assessment today

And take the first step toward a more peaceful future for both you and your loved one.

DRAFT #2

SL: Are You Struggling To Provide Care For A Loved One?

Caring for a loved one can feel like navigating through uncertain waters

The feeling of concern and uncertainty

The wonder of whether they are okay even though you're trying your best

But imagine a world where all that fades away, replaced with comfort, safety...

And Peace Of Mind.

At Balm Care Services Ltd, we don't just provide care; we provide tranquillity.

Swift, personalised support within just 36 hours

Our fully trained team will step in, ensuring your loved one gets compassionate and reliable care

Designed to boost independence, bring peace of mind and significantly improve their lifestyle.

Receive professional and compassionate care within just 36 hours

[Click here to book your FREE assessment today](#)

DRAFT #3

Does Each Day Feel Harder Than the Last?

Change is overwhelming, especially when it involves a life-altering medical condition.

Going from independent to needing care can feel terrifying,

Leaving you and your family anxious about the future.

But what if you could change all that in just 36 hours?

Imagine easing your family's worries, knowing you have a highly trained, compassionate team dedicated to your comfort and safety.

No more rushed care.

No more uncertainty.

Just reliable support, every day.

At Balm Care Services, we take the time to understand your unique needs.

Our certified carers are not only competent but deeply committed to giving you the respect and dignity you deserve.

What if each day became easier—less fear, more peace of mind?

We will personalise your care plan to ensure all your needs are met every single day

Make this change today and begin experiencing the care you deserve.

[Click here](#) to book and receive your FREE assessment in the next 36 hours.

DRAFT #4

Picture this – within just 36 hours, your loved one is surrounded by the care they need.

No more worry.

No more doubt

And no more back-breaking work from you

Just relief, knowing they are in good hands.

Holistic, Thoughtful Care: We take the time to sit down with you, listening carefully to every detail.

From morning routines to evening relaxation, we tailor our care to ensure your loved one feels seen, heard, and cherished.

It's not just about physical care but about creating an environment that feels like home – full of warmth, respect, and understanding.

Experience You Can Trust: With almost a decade of experience, our carers bring not only high-quality care but warmth and respect

Imagine the comfort of knowing your loved one is in the hands of someone who treats them with the same love and attention as family.

We understand your fears – trusting someone else with such an important role.

DRAFT #5 - Live-in

SL: Is Providing Care Leaving You Exhausted? We Can Help

Providing care for your loved one's needs every day is never easy, and at times, it can be overbearing.

All you want for them is to be happy, feel supported and be treated with care.

But to do that, unfortunately, you need to become their round-the-clock carer.

And even with abundant love towards them, sometimes it can feel like a chore.

But what if **you** had a round-the-clock carer to manage your loved one's needs **for you?**

Instead of feeling fatigued and stressed all-day

You and your loved one could feel relaxed, calm and embrace the warmth of your home.

No matter what time of the day, a compassionate and dedicated carer is ready at just a call with our 24-hour live-in care package

Whether its early morning or late at night

The moment your loved one needs assistance

One of our highly trained carers will be on site ready to help

If you believe this can help you

Then find out more about our **[24-hour Live-in care package](#)**

At Balm Care Services Ltd

DRAFT #6 - Live-in

SL: Is Providing Care Taking Over Your Life? Let Us Help

Caring for your loved one can feel like a never-ending responsibility.

As much as you love them...

The weight of being a round-the-clock carer can be exhausting

Leaving you feeling fatigued and overburdened.

What if that stress could disappear?

Imagine your loved one receiving compassionate, personalised care at any hour of the day while you relax and reconnect with yourself.

With our 24-hour live-in care package, your loved one's needs are always met

And your home returns to a place of warmth and happiness.

Our highly trained carers are always just a call away—ready to provide support whenever needed.

No matter the time of day, your loved one will be in good hands, freeing you from constant worry.

Take the first step toward peace of mind.

Find out more about our 24-hour live-in care package today.

Here are four variations of the copy, adjusted to fit the specific target audience and tone you requested:

Variation 1: Directed to Family and Friends (Focus on Relieving the Burden)

Is Caring for a Loved One Taking Its Toll?

Caring for someone you love can be emotionally draining, especially when you're managing it alone. The constant worry, sleepless nights, and endless tasks can leave you feeling exhausted and overwhelmed.

But what if there was a way to lighten the load?

Imagine having peace of mind, knowing your loved one is receiving personalized care around the clock, while you finally get the rest you need. Balm Care's 24-hour live-in care package ensures your loved one is always in good hands, so you can focus on spending meaningful time with them—not just managing their care.

Our compassionate, highly trained carers are available day or night, providing the support your loved one needs, whenever they need it. It's time to let go of the stress and start enjoying life again.

Discover the relief you've been waiting for—learn more about our 24-hour live-in care package today.

Variation 2: Directed to Family and Friends (Focus on Family Well-being)

Feeling the Pressure of Caring for a Loved One?

Providing constant care for a loved one can take an emotional and physical toll. Even with the best intentions, the exhaustion builds, leaving you feeling worn down and worried about their well-being.

What if you could give your loved one the care they deserve without sacrificing your own peace of mind?

With Balm Care's 24-hour live-in care, your loved one gets compassionate, personalized care at any time, and you get the space to relax and breathe. Our skilled carers are always there—whether it's the middle of the night or early morning—ensuring your loved one's comfort and safety, so you can be the family member they need, not just their carer.

Give yourself and your loved one the gift of reliable care and genuine connection.

Find out more about our 24-hour live-in care package today.

Variation 3: Directed to the Person Needing Care (Focus on Alleviating Stress for Their Family)

Worried About the Stress You're Putting on Your Family?

You know your family loves you, but you can't help but worry about the toll your care is taking on them. Watching them struggle to manage your needs day after day can be hard on you too.

What if you could ease their burden while still getting the care you need?

Balm Care's 24-hour live-in care package provides compassionate, professional support around the clock, giving your family the chance to relax and focus on spending quality time with you. Our highly trained carers will be there whenever you need them, offering personalized care so your loved ones can worry less—and enjoy more time together with you.

Let us take the weight off your family's shoulders, so you can all find peace and comfort.

Discover how we can help—learn more about our 24-hour live-in care package today.

Variation 4: Directed to the Person Needing Care (Focus on Personal Convenience and Comfort)

Need Reliable, 24-Hour Care at Your Convenience?

You shouldn't have to worry about whether someone will be there when you need help the most. Whether it's getting up in the morning or needing assistance in the middle of the night, you deserve care that's always available when you need it.

At Balm Care, we provide 24-hour live-in care designed to meet your specific needs, any time of day. Our compassionate carers are always there—ready to support you whenever you need assistance, so you can enjoy your day without the stress of wondering who will help.

Experience the comfort of knowing help is just a call away, no matter what time it is. With Balm Care, your well-being is our priority.

Take control of your care—find out more about our 24-hour live-in care package today.