



Assisted Living Confidential: Rarely Used but Highly Profitable Ways to Market Your Senior Care Home

Mike Devaney

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Assisted Living Confidential is a guidebook for owners and operators of senior care homes who desperately want to transform their businesses into something unique... resilient... and profitable.

It's a fast-moving collection of steps based on direct response marketing principles. The owners who act on these suggestions will find themselves firmly in control of their future and miles apart from 80% of the competition.

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