

**J.R. Augustine**

Client: Home Health Institute (Attn: Jerry Flanagan)  
Project Name: Microsite Copywriting  
Date: 11-14-2008

Notes:

Email blast

Copy:

<subject line>Get More Clients With Less Effort</subject line>

<header>Give Your Prospective Clients Peace of Mind with HHI's Seal of Distinction</header>

Want to spend less on marketing and still improve client conversion rates? You can with Home Health Institute's Seal of Distinction.

The Seal of Distinction is awarded to home care providers who meet Home Health Institute's strict set of standards. The ability to proudly display the HHI Seal of Distinction...

- Allows prospective clients to hire you with confidence
- Turns more prospective clients into paying clients
- Ties up less marketing capital
- Presents your organization as a leader in its field

America is aging, but that aging population is a fiercely independent group. Because of this the home health care industry is growing rapidly. Place yourself, in the mind of the consumer, as a leader in the home health care field by attending our free webinar and becoming a member of Home Health Institute.

With membership in Home Health Institute you'll not only receive the Seal of Distinction, you'll also receive:

- A featured profile on the Home Health Institute's website
- Exposure to a large influx of prospective home health clients
- Association with our reputable organization
- Storage of employee background checks
- A copy of the seal to display on your marketing materials and company website
- And more...

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Attend the upcoming complementary webinar on [insert date]. Dr. Jerry Flanagan will give you valuable tips on how you can increase your exposure among those seeking quality home care providers, and show you how Home Health Institute can be a powerful tool for getting an edge on your competition.

We're seeking to fill 10 available seats for the coming webinar. And the first 10 Assisted Living Facilities to sign up for Home Health Institute will get the opportunity to try out service for 6 months free or 6 free leads .

Hurry to register for this webinar, and find out how you can turn more of your prospects into paying clients.

Comments: