



## **If You Think A Website *Won't* Make A Difference In Attracting New Residents (And Keeping Them), Then Don't Read This.**

Dear \_\_\_\_\_,

I know what you're going to say -- families need to visit the facility in order to know if it's the right fit for themselves or their loved ones. I couldn't agree more. After all, nothing beats experiencing the hustle and bustle of a resident dining room during lunch or hearing laughter emanating from the backyard patio during a game of bridge. Still, **the search is going to begin and end on the web** (the actual visits will happen somewhere in between).

**More than 2 in 5 households have Internet access,  
and about 94 million people use the Internet at home.**

*-- U.S. Census Bureau*

My name is Dan Malo, and I am the President and Founder of Ionix Studios. We are a leading web development firm in Massachusetts. We do something unique in this industry in that we also write the website content. This means one very important thing to you -- we take the time to understand *your* industry. Our writers understand terms such as ADL, CNA, census, and state survey. One of our writers even worked in an activities department.

This means we understand what future residents and their families are looking for. It's all about proper care and comfort. You can't have one without the other. Of course, most people associate nursing with "care." But who provides the comfort? Most often that comes from the members of your activities department -- the people who listen to residents' stories, hold their hands, wipe away their tears, and provide them with smiles freely. Not to mention all the activities and events they have planned to keep the minds and bodies of seniors engaged.

### **How Effective Is *Your* Answer To The Question, "What Sorts Of Activities Do You Have Planned?"**

There's an old saying in storytelling, "Show, don't tell." Sure, you can answer the above question by *telling* people about all the fun things that your activity department does like bingo every Thursday afternoon and movie nights on Tuesdays. But wouldn't it be better to *show* people with pictures, calendar schedules, and maybe even videos of residents taking part in activities?

### **Imagine Having 18 Ways To Show Off Your Activities Department While Attracting New Residents *And* Keeping Current Ones Happy... Ionix Studios Shows You How...For FREE!**

That's the beauty of a website. The "showing" possibilities are endless (and a lot more cost effective than print mediums). Here are just a few of them...

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1. **On-Line Activity Calendar**

This is something that many ALF and nursing home sites do right now...but few do it well. The calendar should be a clear, obvious link. It should be easy to read. Of course, on a paper calendar, you can't put as much detail or information as you would like. That problem doesn't exist in cyberspace. Download for **FREE** *18 'Website Ways' To Make Your Activities Department Shine* to learn more.

2. **The Power of Testimonials**

Do you receive wonderful letters that serve as testimony to the fabulous care? Do you wish you had one location where you could have all this information for future residents and their families to read and refer to? We can add testimonials (even verbal ones) to your website *as you get them*. Ionix Studios will show you how with its **FREE** guide.

3. **Volunteer Corner**

Volunteers are so important to activities departments. They provide extra hands, hugs, and kisses at no extra cost. There are more people out there than you think who would like to volunteer. But how do you reach them? Ionix Studios can show you how. Learn more from our **FREE** guide.

Still not convinced showcasing your activities department will make a difference? Well, your competitors are convinced. Out of the 550+ nursing homes and assisted living facilities in Massachusetts, nearly 2/3 of them have a website (and most boast some form of activities section).

The good news is it's never too late. The other good news is that your waiting has paid off -- you'll get the latest in design and technology. You can learn from your competitors' mistakes (trust me -- they've made many). In other words, your company's website will end up being much more effective than your competitors' sites.

**Don't Take Our Word For It...Download Our FREE guide  
*18 'Website Ways' to Make Your Activities Department Shine*  
And Discover For Yourself The Benefits Of Having A Website.**

In closing let me say, "We want your business." But at the same time, I don't expect you to make any decisions based on the merits of this letter. That's why I invite you check out our **FREE** guide so you can decide for yourself. Simply go to [www.ionixstudios.com](http://www.ionixstudios.com) and click on "Articles and Resources." Then enter this **promotional code: act + the first three letters of your last name** (so if your name is "Smith," the code will be: actsmi ).

Best wishes,

Dan Malo, President  
Ionix Studios

**PS** -- Remember, there's no obligation. If you'd rather receive the guide in the mail, call 508-845-0540 and we'll send it out for **FREE**.