

Family & Professional Guardianship

A complete planning guidebook for guardianship of adults and children with Dementia, Alzheimer's & Developmental Disabilities by Homer L. Hartage.

ORDER NOW

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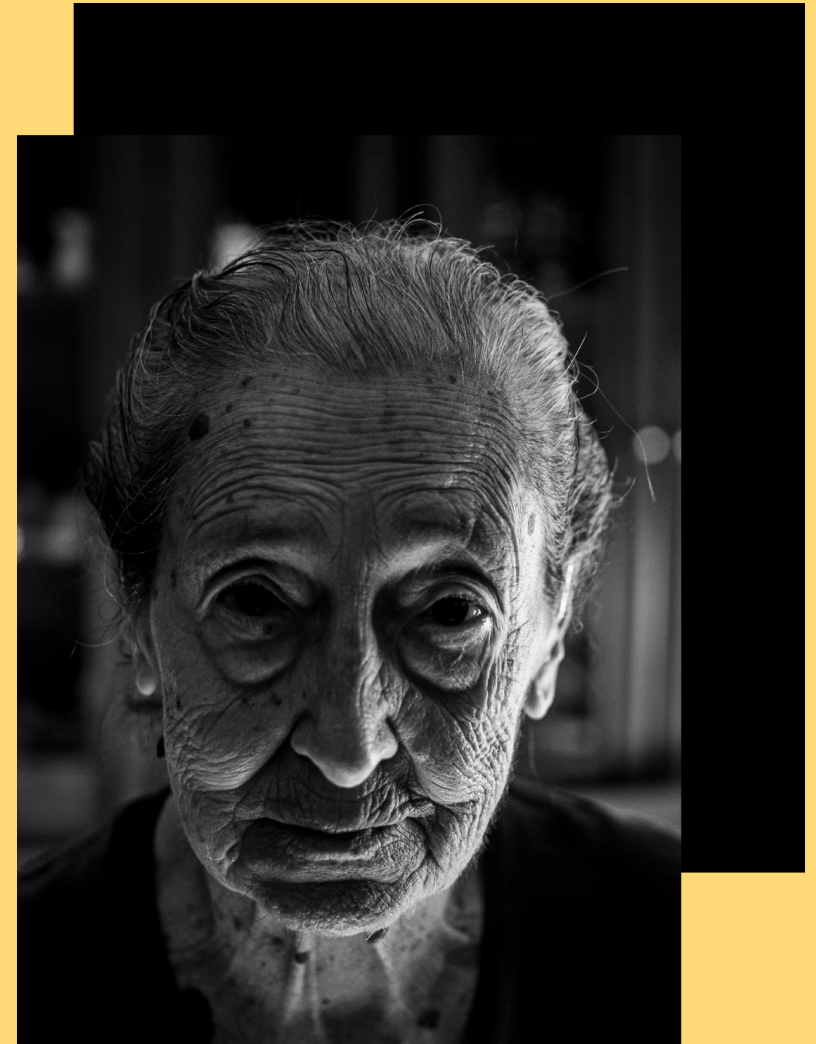
Book's Crucial Exploration

Guardianship is a topic of immense public interest. It currently dominates daily news cycles, fueled by the recent events such as the financial guardianship imposed on TV and entertainment star Wendy Williams, as well as the high-profile guardianship case involving superstar Britney Spears.

The underlying storyline resonates deeply: if it can happen to these well-known figures, it can happen to anyone.

Despite this heightened attention, limited resources are available on the subject of guardianship. This book aims to fill that void precisely during this critical period of interest.

By delving into the complexities of guardianship, it provides essential insights, practical guidance, and a comprehensive understanding for readers navigating this legal and personal terrain.



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Whether you're an individual seeking information or a professional working in the field, this book promises to be an invaluable resource. Let's shed light on guardianship and empower those affected by it.



To make a difference is not a matter of accident, a matter of casual occurrence of tides. People choose to make a difference.” – **Maya Angelou**

author's biographical synopsis.



Homer L. Hartage

A Distinguished Professional Guardian

Homer L. Hartage is an accomplished Professional Guardian with a strong background in community and family service. He holds a bachelor's degree in psychology from Seton Hall University. Throughout his career, he has made significant contributions.





Homer's Journey To Professional Guardianship

Homer L. Hartage's dedication to ethical guardianship and compassionate care makes him a valuable asset in the field. His multifaceted career exemplifies a commitment to improving lives and ensuring the well-being of those he serves.



Orange County Commissioner

Homer was elected to serve as an Orange County Commissioner, demonstrating his commitment to public service and community welfare.

1998



2007

Hartage Foundation President

As the President of a charitable foundation, he played a pivotal role in supporting various causes and initiatives.



Founder of AgedCare Professional Guardianship Company

Homer's entrepreneurial spirit led him to establish the AgedCare Professional Guardianship Company, where he provides essential services to vulnerable individuals.

2014



High Demand Professional

His expertise as a Professional Guardian, Trust Officer, and Fiduciary is widely recognized and sought after.

2024



book marketing plan.

Our book marketing strategy is fueled by a distinguished team of social media professionals who understand the nuances of effective promotion. Our campaign is designed to generate one million impressions in the first ninety days. With a goal of a 1.5% conversion rate. Buckle up for a dynamic ride as we unveil our comprehensive plan.

....

Sixty-Day Pre-Release Blitz

- We are not waiting for launch day! Our pre-launch campaign will create buzz, anticipation, and curiosity.
- Countdown teasers, behind-the-scenes glimpses, and exclusive content will keep readers engaged.
- Strategically placed ad copy to drive customers directly to the designated bookstores to purchase our book.



Social Media Creation Team



Our dedicated team will curate compelling content across platforms.

Engaging posts, eye-catching visuals, and interactive stories will captivate your audiences.

unleashing the power.

Funded Media Campaigns

We are investing wisely. From social media boosts to sponsored content, we'll maximize impact.

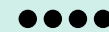
Managed Google Analytics



Google insights and analytics will guide our decisions.

Data is our compass. We will track user behavior, conversions and engagement.

National Press Releases PR Wire



We are making headlines! Five strategically timed press releases will hit the wires.

Targeted distribution ensures maximum exposure.

Google AdSense Paid Campaigns



Our digital ads will pop up where it matters the most. AdSense will play a role.

Targeted keywords, eye-catching banners, and precise placements will drive traffic.





Email Marketing

- Collect email addresses from events, sales, and website interactions.
- Send newsletters with updates, exclusive content and book promotions.
- Monthly email campaigns to 10,000 recipients.

Podcasting

- Our creative team has created a truly engaging guardianship podcast designed to keep readers laser focused on guardianship.

Attention Grabbing Trailer

- Content creation by experienced videographers with a track record making attention grabbing content that sticks on your mind.

Incentive Structure

- Plan giveaways, discounts, or limited time offers to incentivize purchases. Including a branded AgedCare green garden apron and a branded grocery bag.

Media Outreach Campaign

- Created a 1500 count list bloggers, influencers, and journalists for reviews and features. Assigned a professional team to provide outreach.

In-Person Book Tour

••••

Organize book signings, readings, and events. Including all bookstores.

Bookstore Link

••••

Book will be linked to bookstores creating foot traffic and online activity.

Online Book Tour

••••

Participate in virtual events, blog tours, online interviews, and conventions.

Live Events

••••

Host webinars, Q&A sessions, or live chats.





Book-Centric Website

We have built our website laser-focused on promoting the book.

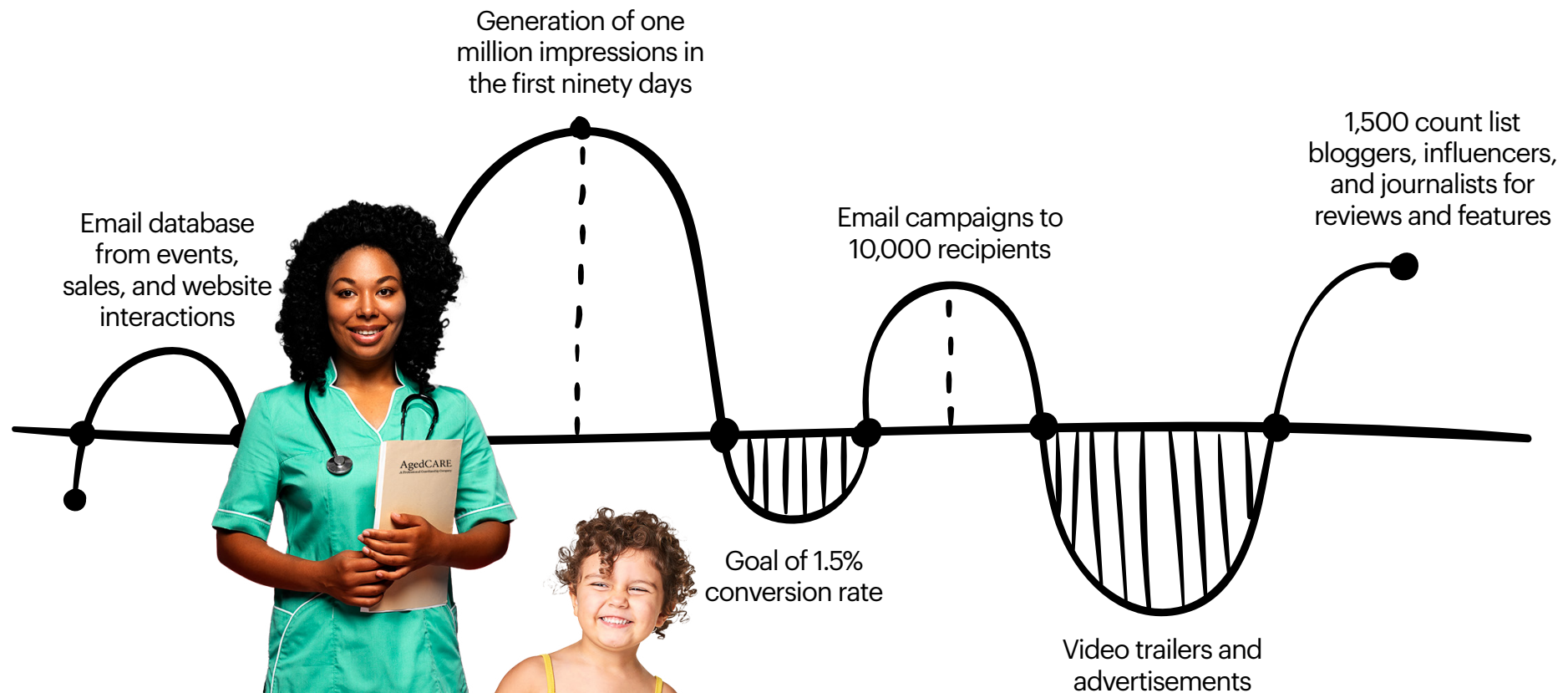
Features include

- Book's Synopsis
- Author's Bio
- Reviews & Endorsements
- Blog & News

Paid Social Media Campaigns

Regular programed posts to the most followed social media platforms.





In the minds of us all as we age and ponder a future time when we too may need a caring hand. Should you have to make the difficult decision for yourself, a loved one or a friend because they have been judged to lack the capacity or unable to manage their own affairs due to mental or physical incapacity that could be the moment you consider a guardian.” – **Gordon H. Smith**

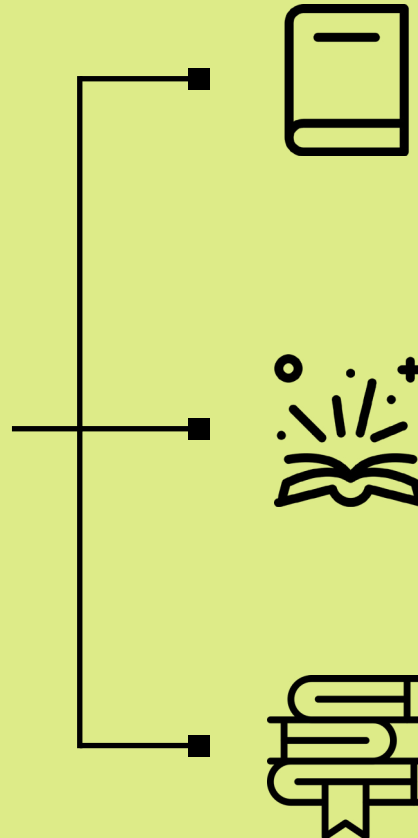
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The Colorful Hardcover

As part of our publishing journey, we have meticulously curated a special first edition hardback through Ingram Spark. What sets this edition apart? It's the details!

Readers, hold this masterpiece in your hands - relish – read - while ingesting life-changing information. A real fusion of words and hues. Our special first edition awaits.

ORDER NOW



Hardcover Brilliance

Our hardcover book dons a sturdy hardback cover, exuding elegance, and durability.

But wait, there's more! The cover is printed directly onto the book in vibrant colors.

Ingram Spark Magic

We're printing with Ingram Spark, renowned for its quality and distribution reach.

Their expertise ensures that our first edition shines.

Collector's Delight

Collectors, bibliophiles, and book enthusiasts will relish this unique edition.

It's not just a book; it's a work of art.



AgedCARE

A Professional Guardianship Company

AgedCare is managed by a team of dedicated professionals with over 20 years of experience caring for people in need.

Our purpose is to serve the needs of families and their loved ones when professional guardianship is the right choice.

