

25 WAYS SENIOR CARE OWNERS WIN WITH MUSE

The 60-Second Playbook & Workbook

High-level AI moves for placement advisors,
residential care home owners, and home care agencies.

ERIKA CROSSLEY

admin@seniorliving.expert | 346-546-5654
placement.seniorliving.expert

HOW TO USE THIS BOOK

Muse is Meta's personal AI agent. It can draft, summarize, research, remind, and coordinate across your WhatsApp, email, and calendar. This book is not about features. It is about **money moves**: 25 specific ways owners in senior care use Muse to win more families, waste less time, and run a tighter business.

Every play in this book follows the same **60-second formula**:

- **1. CONNECT** the service Muse needs (WhatsApp, email, calendar).
- **2. TELL IT** exactly what to do, using the prompt word for word.
- **3. REVIEW** what it drafts, then send. You stay in charge.

Ground rules before you start:

- Start with **read-only** permissions. Let Muse draft and suggest before it ever acts on its own.
- Never share a family's medical details beyond what is needed for the task.
- Muse drafts. **You** decide. Every message that goes out has your eyes on it first.

Work through this book with a pen. Each play ends with a **YOUR TURN** line. Fill it in. The owners who implement five plays this week will feel the difference by next week.

PART 1: NEVER LOSE A LEAD AGAIN

The families you never hear back from are not lost. They are waiting for someone faster than you.

1. The 60-Second Lead Reply

Every new inquiry gets a warm, personal reply in under a minute, even at 10pm. Speed wins placements.

THE 60-SECOND PROMPT

CONNECT: WhatsApp + email

"Watch my inbox and WhatsApp for new senior living inquiries. When one arrives, draft a warm 3-sentence reply using the family member's name, reference what they asked about, and propose two specific times for a call this week."

EXAMPLE: A daughter texts at 9:47pm about memory care for her dad in Katy. By 9:48 you have a reply draft that names her dad, answers her pricing question, and offers Tuesday 10am or Wednesday 2pm.

YOUR TURN: My slowest reply time last month was ____ hours. My target is ____ minutes

2. After-Hours Answering

Missed calls and texts after hours get an instant, professional response instead of silence. Silence sends families to your competitor.

THE 60-SECOND PROMPT

CONNECT: Phone notifications + texting

"If I miss a call or text after 6pm, draft a text that apologizes briefly for the delay, answers the basic question if it is in my FAQ, and promises my personal call by 9am tomorrow."

EXAMPLE: A son calls while you are mid-tour with another family. He gets a warm text in 60 seconds instead of voicemail. He waits for you.

YOUR TURN: My after-hours coverage right now is: _____

3. Referral Partner Rotation

Your referral sources dry up when you go quiet. This play keeps hospital discharge planners, SNF social workers, and elder law attorneys hearing from you on rotation.

THE 60-SECOND PROMPT

CONNECT: Contacts + calendar

"Every Monday morning, list the 5 referral partners I have not contacted in 30 days and draft a short check-in text for each, referencing our last conversation."

EXAMPLE: Muse flags that the Memorial Hermann discharge planner has not heard from you in 6 weeks. The draft references the stroke-rehab family you placed in March. She replies the same day.

YOUR TURN: My top 3 referral partners are: 1.____ 2.____ 3.____

4. Review Harvest

Five-star reviews are the cheapest marketing you will ever get. This play asks for them at the exact moment families are happiest.

THE 60-SECOND PROMPT

CONNECT: Email + WhatsApp

"Three days after a move-in, draft a thank-you text to the family that includes a direct link to my Google review page and one sentence reminding them what went well."

EXAMPLE: The family moves mom in on Tuesday. Friday they get your warm text. The review posts Saturday morning.

YOUR TURN: My Google review count today: ____ . My 90-day goal:

5. Lost-Lead Revival

Your phone and CRM are sitting on placements you already paid for with your time. This play reactivates them.

THE 60-SECOND PROMPT

CONNECT: CRM / email

"Find every inquiry from the last 6 months that never placed. Draft a personal check-in for each one: reference their original situation, ask how things are going, no pitch."

EXAMPLE: 40 cold leads become 40 personal check-ins. Six families reply. Two place within the month.

YOUR TURN: I have roughly ____ cold leads sitting in my phone or CRM

PART 2: RUN THE BACK OFFICE IN MINUTES

Admin work does not pay you. These plays shrink it to minutes so you can spend your hours with families.

6. Tour Brief in a Flash

Walk into every family tour knowing more than the community's own marketing rep. Preparation is the whole sale.

THE 60-SECOND PROMPT

CONNECT: Browser / web research

"I am touring [community name] with the [family name] family tomorrow at 2pm. Build me a one-page brief: pricing, care levels, recent reviews, and 3 questions to ask based on mom's needs."

EXAMPLE: You walk in knowing the community raised rates in August and their memory care wing has a waitlist. The family notices.

YOUR TURN: The community I tour most is _____. I will brief myself before every tour starting _____

7. Messy Notes to Clean Profile

Your best thinking happens in the car between appointments. This play turns rambling voice memos into clean family profiles.

THE 60-SECOND PROMPT

CONNECT: Voice notes / WhatsApp

"Turn this voice memo into a structured family profile: names, timeline, budget, care needs, decision-maker, and next step."

EXAMPLE: A 4-minute voice memo recorded at a red light becomes a clean intake sheet before you reach the office.

YOUR TURN: Where do my intake notes live right now?

8. Scheduling Without the Ping-Pong

Tour coordination eats hours of texting. This play collapses it into one message.

THE 60-SECOND PROMPT

CONNECT: Calendar + email

"The [family name] family wants to tour 3 communities this week. Check my calendar, draft one message proposing a logical route with times, and hold the slots."

EXAMPLE: What used to take 11 back-and-forth texts now takes one message with a route, times, and addresses.

YOUR TURN: Tours I schedule per week: _____. Time I spend coordinating: _____

9. Move-In Checklists on Demand

Every family gets a professional, personalized move-in checklist with their name on it. You look like an operation twice your size.

THE 60-SECOND PROMPT

CONNECT: Documents

"Build a move-in checklist for a 91-year-old, bedridden, moving into residential care next week: medical records, pharmacy transfer, personal items, family notifications."

EXAMPLE: The daughter cries with relief because someone finally made this overwhelming thing feel manageable.

YOUR TURN: My current move-in process is: _____

10. Clinical to Plain English

Families do not understand care jargon, and confused families do not decide. This play translates without losing accuracy.

THE 60-SECOND PROMPT

CONNECT: Email / documents

"Rewrite this care assessment in plain language a worried daughter can understand in 2 minutes. Keep every medical fact accurate."

EXAMPLE: 'Non-weight-bearing with Hoyer transfers' becomes language the family actually grasps, and they trust you for translating.

YOUR TURN: The jargon families ask me about most: _____

PART 3: MARKETING THAT WRITES ITSELF

You do remarkable work every day. These plays turn that work into content that brings the next family to you.

11. Content From Your Day

You do remarkable work daily and post about it never. This play turns today's win into tomorrow's highest-engagement post.

THE 60-SECOND PROMPT

CONNECT: WhatsApp / notes

"Turn today's placement win into a Facebook post: hook in the first line, the family's story with no names, the lesson, end with a question. Warm, not salesy."

EXAMPLE: Tuesday's tough placement becomes Wednesday's most-commented post, and two new families message you from it.

YOUR TURN: I post to my audience ____ times per week. My goal is

12. Newsletter in 10 Minutes

A weekly email keeps you top of mind with every family you have ever spoken to. This play writes it from your week's notes.

THE 60-SECOND PROMPT

CONNECT: Email / notes

"Here are my notes from this week. Draft a 300-word newsletter for families: one useful tip, one community spotlight, one gentle call to action to call me."

EXAMPLE: Your Friday email goes out every Friday without eating your Friday.

YOUR TURN: My email list has ____ people. I email them

13. Hyperlocal Guides

Own your zip code online. Neighborhood guides rank on Google and get you recommended by AI assistants.

THE 60-SECOND PROMPT

CONNECT: Browser / web research

"Research every memory care option within 10 miles of [zip code] and draft a 500-word neighborhood guide: who each is best for, price ranges, what to ask on tour."

EXAMPLE: Your 77027 guide starts bringing you families who found you through search instead of referrals.

YOUR TURN: The zip code I will own first is: _____

14. Testimonial Machine

Families want to praise you but never get around to it. This play makes saying yes effortless.

THE 60-SECOND PROMPT

CONNECT: WhatsApp / email

"Draft a permission request I can send to the [family name] family: ask to share their story, offer to keep names private, and include the polished 100-word version for their approval."

EXAMPLE: Families say yes because you did all the work. Your testimonial file grows every month.

YOUR TURN: Testimonials I have on file: _____. Testimonials I need:

15. Competitor Intel Digest

Know about openings, closures, and pricing changes before your competitors do. Information is a placement advantage.

THE 60-SECOND PROMPT

CONNECT: Browser / web research

"Every Friday, summarize the week's Houston senior living news: openings, closures, acquisitions, pricing changes. One page, bullet points."

EXAMPLE: You knew about the SNF closure before anyone else and called the displaced families first.

YOUR TURN: My intel sources today are: _____

PART 4: CLOSE MORE FAMILIES

Most families do not say no. They stall. These plays keep the conversation warm until they say yes.

16. Objection Crusher

Every stall has an answer. This play drafts it in your voice, in 60 seconds, with zero pressure tactics.

THE 60-SECOND PROMPT

CONNECT: WhatsApp

"The family just said '[their objection]'. Draft a 3-sentence reply that validates their concern, answers it honestly, and moves to a clear next step. No pressure."

EXAMPLE: 'We need to think about it' becomes a warm reply that books the follow-up call for Thursday.

YOUR TURN: The objection I hear most is: _____

17. Family Pipeline Tracker

No family slips through the cracks during your busiest week. This play tells you exactly who needs you today.

THE 60-SECOND PROMPT

CONNECT: CRM / notes

"Here is where my active families stand. For each one, tell me the next step, who owns it, and flag anyone going quiet for more than 7 days."

EXAMPLE: Monday morning you see 12 families, 12 next steps, and 2 going quiet. You call those 2 first.

YOUR TURN: Active families right now: _____. Families I have not touched in 7+ days: _____

18. The 'How Do You Get Paid?' Explainer

The money question makes advisors squirm. This play turns it into your best trust-building moment.

THE 60-SECOND PROMPT

CONNECT: None needed

"Draft a clear, honest 4-sentence explanation of how placement advisors get paid: free to families, compensated by communities. Make it build trust."

EXAMPLE: The daughter relaxes, the awkwardness evaporates, and she refers her coworker the next week.

YOUR TURN: My current explanation of how I get paid is:

19. The 7-Touch Follow-Up

Most families do not say no, they stall. Seven value-adding touches over 30 days keep you warm without being pushy.

THE 60-SECOND PROMPT

CONNECT: CRM / calendar

"Build a 7-touch follow-up sequence for a family that toured but has not decided: texts, calls, and one email over 30 days. Each touch adds value. None feel pushy."

EXAMPLE: The family that 'needed time' calls back on touch five and says they are ready.

YOUR TURN: My current follow-up after a tour is: _____

20. Referral Thank-Yous That Land

Discharge planners remember who says thank you. This play makes sure that is you, every time.

THE 60-SECOND PROMPT

CONNECT: Contacts

"Draft a thank-you note to [referral partner] for the [family name] referral: specific, warm, mentions the outcome. Under 100 words."

EXAMPLE: Your thank-you lands the same week as the placement. Next month, two more referrals arrive from the same planner.

YOUR TURN: Referral sources I thanked this month: _____

PART 5: GROW LIKE AN OWNER

Operators work in the business. Owners work on it. These plays buy back your time and sharpen your strategy.

21. Monday Numbers

Five minutes of clarity every Monday beats a month-end surprise every time.

THE 60-SECOND PROMPT

CONNECT: CRM / spreadsheet

"Here is my pipeline data. Give me a Monday snapshot: active families, tours booked, placements closed, revenue, and the one number that needs my attention this week."

EXAMPLE: You spot the pipeline dip in week two instead of discovering it in week eight.

YOUR TURN: The number I watch most: _____. The number I avoid looking at: _____

22. SOPs While You Sleep

Everything you know lives in your head. This play turns it into training documents a new hire can follow on day one.

THE 60-SECOND PROMPT

CONNECT: Voice notes / documents

"Turn my description of how I handle [process] into a step-by-step SOP a new hire could follow without asking me questions."

EXAMPLE: Your intake process becomes a 2-page SOP from a single voice memo. Your next hire trains themselves.

YOUR TURN: The process only I know how to do is: _____

23. Partner Outreach Engine

Ten warm, personalized introductions to strategic partners before lunch. This is how referral pipelines get built.

THE 60-SECOND PROMPT

CONNECT: Browser / contacts

"Find 10 elder law attorneys in Houston who serve families with aging parents. Draft a personalized intro message for each, referencing something specific about their practice."

EXAMPLE: Ten intros sent before lunch. Three coffees booked by Friday. One becomes a steady referral source.

YOUR TURN: My next 3 strategic partners should be: 1.____ 2.____ 3.____

24. Event Follow-Up Blitz

Be the only exhibitor who follows up the same day. Speed after events converts handshakes into revenue.

THE 60-SECOND PROMPT

CONNECT: Contacts / email

"I collected 30 business cards at today's senior expo. Draft a same-day follow-up for each group: families, professionals, vendors. Send-ready by 6pm."

EXAMPLE: Your follow-up hits inboxes at 5:30pm while competitors' cards sit in a drawer until Monday.

YOUR TURN: My next event is: _____. My follow-up plan is:

25. Quarterly Owner Review

Run your business like a CEO, not a freelancer. Ninety days of reflection, distilled into a one-page plan.

THE 60-SECOND PROMPT

CONNECT: Notes / CRM

"It is the end of the quarter. Ask me 10 questions about what worked, what did not, and what is next, then turn my answers into a one-page 90-day plan."

EXAMPLE: You start Q4 with a written plan instead of vague intentions. Revenue follows focus.

YOUR TURN: This quarter I will: _____

YOUR MUSE SCORECARD

Check off each play as you implement it. Five checks this week puts you ahead of 95% of senior care owners.

#	Play	Done
1	The 60-Second Lead Reply	■
2	After-Hours Answering	■
3	Referral Partner Rotation	■
4	Review Harvest	■
5	Lost-Lead Revival	■
6	Tour Brief in a Flash	■
7	Messy Notes to Clean Profile	■
8	Scheduling Without the Ping-Pong	■
9	Move-In Checklists on Demand	■
10	Clinical to Plain English	■
11	Content From Your Day	■
12	Newsletter in 10 Minutes	■
13	Hyperlocal Guides	■
14	Testimonial Machine	■
15	Competitor Intel Digest	■
16	Objection Crusher	■
17	Family Pipeline Tracker	■
18	The 'How Do You Get Paid?' Explainer	■
19	The 7-Touch Follow-Up	■
20	Referral Thank-Yous That Land	■
21	Monday Numbers	■
22	SOPs While You Sleep	■
23	Partner Outreach Engine	■

24	Event Follow-Up Blitz	■
25	Quarterly Owner Review	■

READY FOR THE FULL SYSTEM?

This playbook gave you the **what**. My Muse Masterclass gives you the **how**: step-by-step setup, safe permissions, and the exact automations running in my own senior living business.

Instant-download course: \$297 | Private coaching: \$5,000

ERIKA CROSSLEY

admin@seniorliving.expert | 346-546-5654

placement.seniorliving.expert

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