

# FOUNDER'S CIRCLE

The Exclusive  
Growth Network for  
*Homecare Leaders*



# A High-Value Support Network FOR AMBITIOUS CARE BUSINESS OWNERS

Running a homecare business comes with challenges—but you don't have to navigate them alone. Founder's Circle is an exclusive leadership network designed for care business owners and Registered Managers who want expert guidance, industry insights, and a powerful support system to help them scale.

Want to learn more? Watch our [Founder's Circle YouTube Playlist](#) to hear from industry leaders and members.

Watch Now



## This guide explains:

- ♥ What Founder's Circle is and how it **benefits** your business.
- ♥ What's **included** in membership—mentorship, networking, and strategic support.
- ♥ **How to join** as a Big Sister business (FREE) or a non-Big Sister member (£4,995+VAT per year).

# What is **Founder's Circle?**

Founder's Circle is a **high-value leadership program** designed for **homecare business owners** who want to scale successfully, secure more contracts, and improve operational efficiency.

**It's a place where you can:**

- ♥ **Connect** with like-minded care business leaders.
- ♥ **Gain** expert insights on business growth, sales, and compliance.
- ♥ **Learn** directly from Jill Hudson, a leading expert in growing care businesses.
- ♥ **Build** a sustainable, profitable homecare business with exclusive strategies.

## The Best Part?

**Big Sister businesses  
get Founder's Circle  
membership for FREE!**

**Non-Big Sister businesses can  
join for £4,995+VAT per year  
(paid upfront, no monthly options).**





# Who is Founder's Circle For?



## **Big Sister Businesses** (FREE Members)

If you are part of Big Sister, your membership is included at no extra cost. This reinforces your decision to partner with us and gives you access to a powerful growth network.



## **Non-Big Sister Businesses** (Paid Members – £4,995+VAT per year)

For care business owners who aren't part of Big Sister but want expert guidance, Founder's Circle provides an elite leadership program to help you grow, improve compliance, and win more contracts.



# What's included in **Founder's Circle Membership?**



## **Monthly One-to-One Strategy Meetings**

- ♥ Meet personally with Jill Hudson every month.
- ♥ Get tailored business advice on your biggest challenges.
- ♥ Actionable steps to increase revenue and improve efficiency.



## **Monthly Group Mastermind Sessions**

- ♥ Join exclusive roundtables with 10 like-minded care leaders.
- ♥ Get insights on winning contracts, managing staff, and staying compliant.
- ♥ Support and elevate each other to overcome industry challenges together.



## **Exclusive WhatsApp Support & Direct Access to Jill Hudson**

- ♥ Instant access to Founder's Circle members in a private WhatsApp group.
- ♥ Collaborate, seek advice, and get real-time industry insights.
- ♥ Direct communication with Jill Hudson for daily motivation, support, and guidance.



## **Exclusive Industry Insights & Training**

- ♥ Learn how to position your care business for long-term success.
- ♥ Access strategies for securing private clients and winning tenders.
- ♥ Stay ahead with the latest industry trends and compliance updates.



## **High-Value Networking & Recognition**

- ♥ Get exclusive access to key industry events and networking opportunities.
- ♥ Become part of an elite group of homecare leaders.
- ♥ Recognition as a Founder's Circle business, enhancing your reputation.

# The Benefits of Joining Founder's Circle



**Scale Your Homecare Business Faster** – Gain expert insights and strategies to increase profitability and efficiency.



**Win More Contracts & Clients** – Learn how to secure more government and private care contracts.



**Stronger Leadership & Compliance** – Get guidance on CQC compliance, staff management, and financial planning.



**Connect & Collaborate with Other Care Business Owners** – Build powerful industry relationships in an exclusive network.



**Access to Industry Experts** – Gain direct mentorship from Jill Hudson and other care sector specialists.

**Whether you're a Big Sister business (FREE) or a paid non-Big Sister member, Founder's Circle gives you the tools, strategies, and connections to succeed.**





# Founder's Circle Membership Options & Cost



## **Big Sister Businesses** (FREE Membership)

If you are part of Big Sister, you automatically receive access to Founder's Circle at no cost.



## **Non-Big Sister Businesses** (£4,995+VAT per year)

If you are not part of Big Sister, you can join Founder's Circle for £4,995+VAT per year (paid upfront, no monthly payments).

**We are capping paid membership to ensure high value for participants.**

**Join Founder's  
Circle Now**



# how to get Involved

## Step 1

### Speak to an Advisor

**Book a FREE**  
consultation to see if  
Founder's Circle is  
right for you.

**Speak to an  
Expert Now**

## Step 2

### Watch Our YouTube Playlist

**Learn** from industry  
experts about winning  
contracts, business  
growth, and leadership in  
homecare.

**Watch Now**

## Step 3

### Follow Us for Business Growth Insights

**Stay connected**  
with exclusive tips,  
strategies, and success  
stories from Founder's  
Circle members.

**Join Founder's  
Circle Now**

**Founder's Circle is your key** to scaling your homecare business with expert guidance, a powerful support network, and proven strategies.



**Get in touch today and  
take your care business  
to the next level!**





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