



12-Month Roadmap to **CARE COMPANY OWNERSHIP**

A month-by-month journey to help you go from idea to impact — with Big Sister by your side

From Frontline to Founder.

A Dream with a Timeline **BECOMES A PLAN.**

You've been thinking about it for a while.
Starting your own care business.
Running things your way.
Providing the kind of care you know people truly deserve.

But maybe you've asked yourself:

“Is now the right time?”

“Where would I even start?”

“What if I mess it up?”

“How long would it actually take?”

Here's the truth:

You don't need to know everything right now.

You just need a clear path — and a partner who's walked it before.

That's where this guide comes in.



At Big Sister, we've helped hundreds of care businesses launch, grow, and succeed.

- ♥ We know the steps.
- ♥ We know the pitfalls.
- ♥ And we know how to make it doable — even if you're still working full-time or juggling other responsibilities.

This isn't a vague dream anymore.

This is a real, step-by-step plan to build your business over 12 months — with our full support along the way.

In this guide, we'll show you:

- ♥ What to focus on each month
- ♥ What Big Sister takes off your plate
- ♥ And where you'll be this time next year if you start today

No more guessing.

No more waiting.

Let's turn the “one day” dream into your *12-month reality.*



Welcome to Month 1 — the beginning of something big.

This is where your idea becomes a plan. Your experience becomes a blueprint.

And your *what if* becomes a *when*.

Before we do anything official, we get clear on what you want to build — because no two care businesses are the same.

What You'll Focus On:

- ♥ What kind of care do you want to provide?
- ♥ Where do you want to operate?
- ♥ Who is your ideal client?
- ♥ What are your long-term goals — flexibility, income, legacy?
- ♥ What makes your service different?

This is your chance to dream and design.

What Big Sister Does with You:

- ♥ We hold a Discovery Call to explore if our co-ownership model is right for you
- ♥ We walk through your motivations, strengths, and local opportunities

- ♥ We help you define your niche — personal care, complex care, companionship, etc.
- ♥ We build a vision board that becomes your launch plan
- ♥ We align on shared goals, expectations, and your 12-month outcome.

What You'll Have by the End of Month 1:

- ♥ A clear vision for your care business
- ♥ A defined local area and target market
- ♥ Agreement to co-own your business with Big Sister
- ♥ Your roadmap officially underway
- ♥ A breakdown of local DPS' and Frameworks you could consider

Month 1 is about clarity, connection, and commitment.

No pressure. No panic. Just a powerful foundation for what comes next.



Now that your vision is clear, it's time to make it official.

This month is all about **turning your idea into a registered, branded, professional business** — one that looks, sounds, and feels the part from day one.

You don't need to figure this out alone.
We do it with you — and in most cases, we do it for you.

What You'll Focus On:

- ♥ Choosing your business name (don't worry, we'll guide you!)
- ♥ Deciding whether you want to work from home or use a virtual/business office
- ♥ Getting comfortable with the idea that you're now a business owner
- ♥ Sharing your vision with close contacts to start building early buzz

What Big Sister Does with You:

- ♥ Registers your business legally with Companies House
- ♥ Sets up your official company bank account
- ♥ Begins your insurance journey (with the right cover types in mind)

- ♥ Designs your full brand — logo, colour palette, font, tone of voice
- ♥ Builds your website, email, and social media accounts
- ♥ Creates your business cards, leaflets, and social launch graphics
- ♥ Launches your Google Business Profile (critical for search visibility)
- ♥ Optimises your Facebook Page and creates your first 30 days of content

What You'll Have by the End of Month 2:

- ♥ A legally registered business
- ♥ A professionally designed brand that reflects your values
- ♥ Your digital presence ready (website + social + email)
- ♥ Your care company beginning to look, sound, and feel real
- ♥ Your Facebook page and Google Business profile

This is when people in your life start saying,
“Wow, you're really doing this!”
You are — and we're right beside you.

This is the month you take the biggest formal step toward care company ownership — preparing and submitting your CQC application.

But don't panic — this isn't something you'll be left to figure out on your own.

Big Sister builds this with you, side by side.

What You'll Focus On:

- ♥ Reviewing your Statement of Purpose — who you are, what you offer, and where you'll deliver care
- ♥ Understanding the structure of the CQC application
- ♥ Choosing or confirming your Registered Manager (this might be you!)
- ♥ Beginning to think about your service policies, your team, and how you'll deliver quality care

What Big Sister Does with You:

- ♥ Prepares and customises all CQC-required documentation
- ♥ • Helps write your Statement of Purpose (tailored, not templated!)

- ♥ Builds your full policy & procedure pack, compliant and branded
- ♥ Registers you with the CQC portal
- ♥ Prepares your Registered Manager for the interview process
- ♥ Submits the application with you when it's ready

What You'll Have by the End of Month 3:

- ♥ Your CQC application fully prepared and ready for submission
- ♥ A complete suite of professional, compliant policies
- ♥ Confidence in your purpose, positioning, and care model
- ♥ A clear plan for what happens next while the CQC reviews
- ♥ A focused bid library so you're ready to start tendering

Your business is no longer “in development.”

You're now *on the path to official approval.*

Your application is in you can **start onboarding customers**.

Now it's time to get ready — because once CQC begins processing it, things move fast.

These two months are all about **preparation, polish, and forward planning**.

Because when the call comes for your CQC interview or inspection, you'll be ready — not scrambling.

What You'll Focus On:

- ♥ Reviewing and understanding your care policies
- ♥ Learning what CQC expects in the Registered Manager interview
- ♥ Starting to build your recruitment plan and identify your first hires
- ♥ Mapping out how you'll deliver care in your chosen area
- ♥ Getting comfortable speaking confidently about your service

What Big Sister Does with You:

- ♥ Runs mock CQC interviews so you know what to expect
- ♥ Gives you coaching on common inspection questions and how to answer with clarity and care
- ♥ Reviews your systems and highlights any gaps early
- ♥ Provides recruitment templates (ads, interview questions, onboarding forms)
- ♥ Begins preparing your marketing setup for launch (ad accounts, Google Business, etc.)
- ♥ Starts applying for NHS and Local Authority Contracts.

Bonus Prep: CQC Will Likely Ask For...

- ♥ DBS and references for the RM
- ♥ Your policies
- ♥ Insurance details
- ♥ Info about your service users (if you've started care)
- ♥ Evidence of readiness to deliver safe, effective care

We make sure you have **everything** ready before they ask.

What You'll Have by the End of Month 5:

- ♥ CQC application in progress
- ♥ Registered Manager fully prepared for interview
- ♥ Recruitment materials ready
- ♥ Marketing systems warming up
- ♥ New customer enquiries
- ♥ Confidence growing (and panic shrinking)
- ♥ First batch of tenders submitted





This is where everything starts to come to life.

Your care business isn't just registered — it's real, and now it's time to make sure people know it exist in volume. Hopefully you have already onboarded your first few customers.

This month is all about **expanding visibility and trust** in your local community, so when people start searching for support — **they find you.**

What You'll Focus On:

- ♥ Beginning to post regularly — even if you haven't taken on clients yet
- ♥ Sharing your story: "We're open, we're local, and we're here to help."
- ♥ Building early connections with potential referral partners (pharmacies, GPs, community groups)
- ♥ Getting comfortable showing up online as the face of your business

What Big Sister Does with You:

- ♥ Designs and runs your first Facebook/Meta ad campaign (locally targeted!)

- ♥ Writes and distributes a local press release announcing your launch
- ♥ Helps build your first referral partner list and provides branded materials to share

Messaging Focus:

We help you craft powerful messaging around:

- ♥ Your values and why you started
- ♥ The kind of care you deliver
- ♥ Who you're here to support
- ♥ How to get in touch



People don't just want a service — they want a story they can believe in. We help you tell it.

What You'll Have by the End of Month 6:

- ♥ A visible, trusted presence in your community
- ♥ Your first local ads running
- ♥ Referral partners starting to recognise your brand
- ♥ Enquiries beginning to come in
- ♥ Real momentum — and real people noticing



You're no longer "starting a business."
You are the business.





This is where it gets real.

You've built the business, launched the brand, and enquiries are starting to come in.

Now, it's time to **build your team** and **start delivering care** — safely, confidently, and with the right systems in place from the beginning.

What You'll Focus On:

- ♥ Interviewing your first care staff
- ♥ Finalising your onboarding and induction process
- ♥ Completing Right to Work, DBS, references, and training checks
- ♥ Setting up care plans for your first private clients
- ♥ Beginning to manage rotas and schedules
- ♥ Responding to feedback and learning on the job

What Big Sister Does with You:

- ♥ Connects you to high-quality, pre-vetted carers through **SisterStaff**
- ♥ Helps you run recruitment ads and shortlist candidates
- ♥ Provides branded onboarding templates for staff and clients

- ♥ Guides you through compliance checks: DBS, ID, Right to Work, contracts
- ♥ Helps you create and deliver your first care packages
- ♥ Sets up systems to track care delivery, client satisfaction, and team performance



You're not guessing — you're following a proven playbook with a support system behind you.

What Success Looks Like Now:

- ♥ You're supporting your first clients with real care
- ♥ Your carers feel supported and valued
- ♥ Families are starting to trust and recommend your service
- ♥ You're learning fast — and building strong foundations

What You'll Have by the End of Month 8:

- ♥ Your first staff in place
- ♥ Your first clients onboarded and receiving care
- ♥ Payroll, rotas, and care logs up and running
- ♥ Your care company officially operational — and earning



You've proven it works.

Now it's time to **grow — without chaos.**

These months are all about **strengthening your systems**, increasing capacity, and securing longer-term contracts so your income becomes predictable — not patchy.

What You'll Focus On:

- ♥ Refining your rotas, payroll, and invoicing
- ♥ Recruiting for capacity (not panic!)
- ♥ Tracking KPIs like hours delivered, retention, and feedback
- ♥ Deepening relationships with referral partners
- ♥ Starting to prepare for bigger care packages and public sector work

What Big Sister Does with You:

- ♥ Helps you build internal systems that scale (rotas, CRMs, finance tools)
- ♥ Offers ongoing support through **SisterStaff** for new hires
- ♥ Submits tenders for NHS and local authority contracts on your behalf

- ♥ Helps grow your private client marketing (ads, email, referral campaigns)
- ♥ Coaches you through team leadership and service expansion



You'll go from running your business... to truly leading it.

Growth Looks Like:

- ♥ Your second wave of clients coming in
- ♥ Stronger internal systems replacing spreadsheets
- ♥ Your first public sector bid submitted
- ♥ Team leaders emerging from your early hires
- ♥ Fewer late nights, more clear direction

What You'll Have by the End of Month 10:

- ♥ A growing client base
- ♥ Scalable systems in place
- ♥ A steady, confident team
- ♥ Public sector contracts in progress
- ♥ You — operating like a true care company CEO

**You've built it.
You've staffed it.**

You're delivering care every single day.

Now it's time to **step into the spotlight** and show the CQC what you've built — not with nerves, but with pride.

This month is all about **checking everything is running the way it should** — so when the CQC calls, you already know the answer is “Yes, we're ready.”

What You'll Focus On:

- ♥ Reviewing documentation: policies, care plans, audits
- ♥ Ensuring all staff files are complete and up to date
- ♥ Collecting and organising client and family feedback
- ♥ Reviewing incident reports and how you responded
- ♥ Doing a full dry-run of your CQC inspection experience

What Big Sister Does with You:

- ♥ Conducts a full mock inspection — just like the real thing
- ♥ Audits your systems, documentation, and staff files
- ♥ Helps you prepare a response folder for each KLOE (Safe, Effective, etc.)

- ♥ Coaches your RM for the interview — and your staff for inspection questions
- ♥ Highlights any final improvements so you feel totally confident



You won't feel surprised — because we've already walked you through it.

What You'll Have by the End of Month 11:

- ♥ Internal audit completed
- ♥ Mock inspection results and improvement actions
- ♥ A confident Registered Manager
- ♥ Inspection-ready systems, files, and evidence
- ♥ No panic — just pride



Your first inspection won't be your test — it'll be your **celebration**.



You made it.

12 months ago, this was a dream.

Now? It's a **fully operational care company**, delivering real care to real people — with your name on the door.

This final month is your chance to **breathe, reflect,** and **build a plan** for what's next.

Because we're not just here to help you launch — we're here to help you **lead for the long haul.**

What You'll Focus On:

- ♥ Taking stock of how far you've come
- ♥ Celebrating your inspection (or preparing to welcome it any day!)
- ♥ Reflecting on what's worked and where to improve
- ♥ Setting your goals for year two — revenue, staff, contracts
- ♥ Thinking about sustainability, succession, and even scalability

What Big Sister Does with You:

- ♥ Hosts a strategic year-end review session
- ♥ Helps you set smart, confident growth goals for the next 12 months
- ♥ Builds out your future tender strategy
- ♥ Prepares your brand for expansion (if desired — new areas, specialisms, etc.)
- ♥ Recognises your achievements across the Big Sister network
- ♥ Keeps you connected to support, coaching, and funding as you grow

What You'll Have by the End of Month 12:

- ♥ Your CQC inspection passed (or confidently pending)
- ♥ A clear, grounded Year 2 strategy
- ♥ A track record of clients served and outcomes achieved
- ♥ A care company that reflects your values
- ♥ Confidence. Clarity. Community.
- ♥ A Big Sister who's still by your side

You didn't just start a business.
You changed lives. **Including your own.**



Ready to build your own
12-month journey?

Book a Meeting:
Email your Availability

and let's take the first step, together.



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