



From Burnt Out to **BACK IN CONTROL**

A Registered Manager's Guide to Building a Business You Love – Without the Stress, Overwhelm, or Financial Risk

Your career. Your company. Your way.

WHY THIS GUIDE EXISTS

If you're reading this, there's a good chance you're tired. Not just physically tired — but emotionally drained, stretched thin, and questioning how much longer you can keep going like this.

As a Registered Manager, you carry the weight of an entire service on your shoulders. You're the go-to for every crisis, every compliance check, every staffing issue, and every impossible request from above. You care deeply — for your team, your clients, and the standards you uphold — but somewhere along the way, your own wellbeing took a backseat.

You're not alone. In fact, burnout has become a silent epidemic among care leaders. We see it every day:

- ♥ Working 60+ hours a week just to keep things afloat
- ♥ Constantly firefighting, with no time for forward planning
- ♥ Feeling the pressure of responsibility but with little real control
- ♥ Watching someone else take home the rewards of your hard work
- ♥ Silently wondering, "Is this what leadership is supposed to feel like?"

This guide exists for one simple reason: to show you that it doesn't have to be this way.



You became a Registered Manager because you believe in high-quality care. You wanted to make a difference. That passion doesn't have to fade — but it may be time to channel it differently.

This isn't a sales pitch for entrepreneurship. It's a blueprint for freedom. It's a look at what happens when Registered Managers like you stop settling and start building something of their own — with the right support behind them.

In the pages that follow, we'll show you how you can go from burned out to back in control. You'll see how it's possible to run a care business that reflects your values, operates on your terms, and grows in a way that feels exciting — not exhausting.

It's time to take the first step toward building a business you actually love.

Let's begin.

The Burnout Trap

Why So Many Great Leaders Are Walking Away

Care needs people like you. People with heart, experience, and high standards. But too many great Registered Managers are quietly walking away — not because they've stopped caring, but because the system keeps pushing them to the brink.

Burnout in social care leadership isn't sudden. It builds slowly, quietly, and relentlessly. At first, it feels like pressure. Then it becomes your new normal. And eventually, it starts to feel permanent.

We've spoken to hundreds of Registered Managers across the UK, and the story is often the same. You're expected to lead teams, handle inspections, ensure compliance, deal with constant staffing issues, answer to owners or directors, and still deliver exceptional care — **all while running on fumes.**



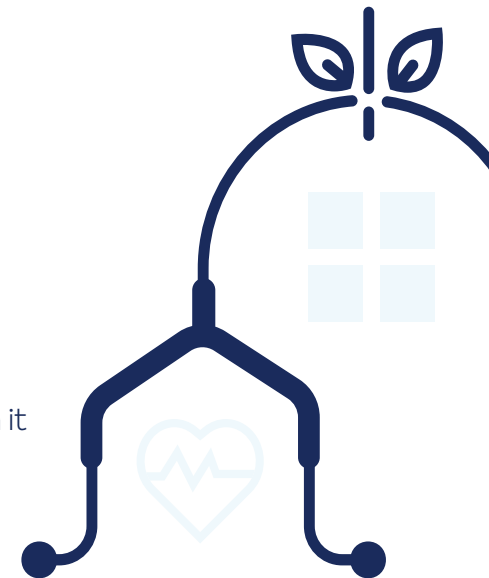
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Sound familiar?

Here are just a few of the signs we see:

You'll be backed by a full team of specialists, including:

- ♥ You're the **first one in** and the **last one out**, most days of the week
- ♥ You're **constantly covering gaps** – in rotas, in leadership, in direction
- ♥ You haven't had time to think about your own **career goals in years**
- ♥ You care deeply **about quality**, but you're so stretched you can't focus on it the way you used to
- ♥ You're undervalued, overruled, and overwhelmed — **and you can't see a way out**



The worst part? This burnout often leads amazing leaders to step away from the sector altogether. Not because they're no longer passionate about care — but because they feel like there's no path forward that doesn't come at the expense of their health, their family, or their sanity.

But what if there was a different path?

**What if, instead of stepping back...
You stepped into your own power?**

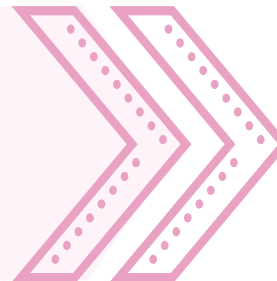
Into your own business.

With your own standards.

Your own team.

And full support behind you to help make it happen.

In the next section, we'll explore how starting your own care company — with the right guidance and resources — can be the reset you've been looking for.



Why Building

Your Own Care Business Can Be the Escape You Need



We get it — starting your own business might sound like the last thing you have the energy for right now. You're already running on empty, and the thought of taking on even more responsibility probably feels overwhelming.

But here's the truth no one tells Registered Managers:

You're already doing the hard part.

You're already leading teams, managing inspections, handling clients, solving problems, and making it all work — often without full authority, recognition, or reward. Imagine doing all of that with the freedom to lead your way. Imagine building something for yourself — not for someone else's bottom line.

Starting your own care company doesn't mean starting from scratch. And it doesn't mean doing it alone.

It means doing it *differently*.



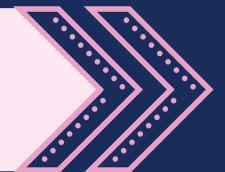
Here's what changes when you're in control:

- ♥ **You set the standards** — no more compromising your values for someone else's cost-saving measures
- ♥ **You choose the team** — surround yourself with people who care as much as you do
- ♥ **You control the growth** — stay small and mighty, or scale with intention
- ♥ **You decide your hours, your rates, your future** — finally, the freedom to build a business and a life you love
- ♥ **You earn what you're worth** — no more giving everything and getting little in return

This isn't about becoming a corporate giant or chasing a flashy CEO title. It's about creating a space where you can thrive again — professionally, emotionally, and financially.

You already have the leadership skills. You already know how to deliver excellent care. All you need is a path, a partner, and a plan — and that's exactly where **Big Sister** comes in.

In the next section, we'll break down the most common fears that stop brilliant Registered Managers, like you, from taking this step — and show you how Big Sister removes every single barrier in your way.



What's Been Stopping You - And Why Big Sister Removes Every Barrier

If you've ever thought about starting your own care company, chances are you've also talked yourself out of it just as quickly.

Maybe you've said things like:

“

I don't have the money
to start a business.

“

I wouldn't know
where to begin.

“

How would I find clients, get registered, hire staff...?

“

What if I fail?

“

I don't want to do it alone.

These are all valid concerns — and you're not the only one who's had them. Most Registered Managers have the passion and the experience but feel blocked by practical fears and the sheer scale of what's involved.

That's exactly why Big Sister exists.

We're not just another training provider or coaching programme. **We're your business partner.** When you join Big Sister, we invest in you. Together, we build the care company you've always wanted to run — with full support from day one.



Here's how we remove the barriers that stop most people from starting:

“

I don't have the money to launch a business.

Big Sister provides the investment.

You don't need tens of thousands to get started. We co-invest in your business and cover what's needed to set you up properly — no loans, no debt.

“

I wouldn't know where to start.

We have the blueprint.

From business planning and CQC registration to marketing, staffing, and operations — we've grown hundreds of care companies. You'll have our roadmap, systems, and team behind you.

“

I'm scared of going it alone.

You won't have to.

We don't just offer mentorship — we co-own the business with you. That means we're in this together, 50/50. You'll have monthly strategy calls, expert check-ins, and a community of other founders cheering you on.

“

How will I find clients?

We'll help you win business — including government contracts.

Our bid writing team has secured over £5 billion in contracts for care providers. We'll help you access private clients, submit winning proposals, and fill your service pipeline.

“

I don't want to deal with everything — sales, marketing, insurance, finance...”

We've got you covered.

You'll be supported with branding, recruitment, HR tools, tender support, compliance advice, website design, and more. Every part of your business is backed by a specialist — so you can focus on what you do best.



So, what's really stopping you now?

In the next section, we'll show you what life can look like when you make the leap — and how Big Sister helps you get back in control of your career, your time, and your future.

The Journey Back to Joy - What Life Looks Like Inside Big Sister

Once you step into the Big Sister community, everything starts to shift.

No more fighting fires alone.

No more second-guessing every decision.

No more working yourself into the ground for someone else's dream.

Instead, you begin to build a business that reflects you — your standards, your vision, your way of working. You begin to rediscover the parts of the job you used to love but haven't had space to enjoy in years.

Here's what life can look like when you become a Big Sister founder:



You Launch with Confidence

You're not scrambling to register, design a logo, or figure out your CQC policies. You launch your business knowing it's built right — with expert support, proper infrastructure, and a clear roadmap for growth.

You don't need to be an expert in everything. *That's what we're here for.*





You Get Ongoing Strategy, Not Just a One-Off Push

Each month, you'll meet with your dedicated support team to map progress, set goals, and overcome obstacles. Whether you're scaling, hiring, or bidding for new work, we're with you at every stage — not just at the beginning.



You're Part of a Sisterhood

You're surrounded by other care founders who get it. People who are on the same path, facing the same challenges, and willing to share solutions. This isn't a lonely solo mission — it's a powerful community of peers lifting each other up.



You Win Work, Not Just Hope for It

We'll help you find and win contracts — from local authorities, private clients, and beyond. Our bid team becomes your bid team. Our marketing team becomes your marketing team. We're here to make sure your business isn't just open... it's thriving.



You Get Your Life Back

You decide how your business works — not the other way around. That means setting your hours, building a team that respects your values, and finally having the flexibility to enjoy your life again. You can grow slow or scale fast — the path is yours to choose.

And through it all, you'll feel something you may not have felt in a long time: **joy.**

- ♥ Joy in the work.
- ♥ Joy in your purpose.
- ♥ Joy in knowing that you built something incredible — not just for your clients, but for yourself.



Next up, we'll help you figure out if this journey is right for you with a simple self-assessment.

Is This for You?

A Quick Self-Assessment

Starting your own care business isn't for everyone. But if you've made it this far in the guide, there's a strong chance that something is stirring inside you — a knowing that you're meant for more, and that now might be the time to take action.

This simple self-assessment will help you decide if you're ready to explore the next step.

Tick any of the boxes that feel true for you:	Check Box
You love working in care — but you no longer love the way you're working.	<input type="checkbox"/>
You feel stuck, undervalued, or exhausted in your current Registered Manager role.	<input type="checkbox"/>
You've thought about starting your own business but felt overwhelmed by the risk.	<input type="checkbox"/>
You know you have what it takes to lead — if only someone had your back.	<input type="checkbox"/>
You want to build something meaningful, with real support and shared ownership.	<input type="checkbox"/>
You're not looking for a job — you're ready to take control of your future.	<input type="checkbox"/>
You want to earn more, stress less, and lead with confidence again.	<input type="checkbox"/>
You're willing to put in the work, but you don't want to do it alone.	<input type="checkbox"/>

If you nodded along or ticked even *three or more*, you're exactly the kind of person Big Sister was built for.

- ♥ You don't need a full business plan.
- ♥ You don't need £100k in the bank.
- ♥ You just need the **courage to take the first step** — and the right partner to walk it with you.

Let's talk about what that first step looks like...



What Happens Next - **How to Take the First Step**

If this guide has spoken to you, don't ignore that feeling.

Because the truth is — nothing changes unless you do.

You don't need to figure everything out today. You don't need to quit your job tomorrow. You don't need to know how to build a website, write a tender, or find your first client.

You just need to take *one simple step*:

Book a Discovery Call with Big Sister.

This is a friendly, no-pressure conversation where we'll:

- ♥ Learn more about you, your background, and your goals
- ♥ Explain how Big Sister works, what support you'll receive, and what we invest
- ♥ Answer any questions you have — financial, practical, or personal
- ♥ Explore whether this is the right next move for you

No hard sell. No obligation. Just the start of something new.

Because when you say yes to this call, you're not just saying yes to us — you're saying yes to **you**. To your future. Your wellbeing. Your freedom. Your dream of leading a care company that you're proud of.



**You've spent your
life looking after
everyone else.**

Now it's time to build
something for yourself.

Ready to take the first step?

**Book a Meeting:
Email your Availability**

Final Words – A Note from Jill

Hi there,

If no one has told you lately — *I see you.*

I see the long hours, the emotional labour, the quiet sacrifices you make every day to keep things going. I see the passion you carry, even when you're exhausted. And I see the incredible leader you are — even if you don't always feel like one.

I created Big Sister because *I was you.*

I've been the one holding everything together while silently falling apart. I've burned out, doubted myself, and questioned whether I could keep going. But I've also learned that the answer isn't to walk away — it's to build something better.

Something that works for you, not just *because of you.*

You don't have to do this alone. You don't have to carry it all on your back. You can build a thriving, values-led care business with full support behind you — a business that brings you joy, financial stability, and real pride.



That's what *Big Sister is here for.*

So, if you're feeling scared, uncertain, or unsure — know this: everyone I've worked with felt that way too. Until they took the first step.

Let's take it together.

With belief in you,

Jill Hudson
♥ Your Big Sister ♥



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