

# Senior Care & CCRC



I know you already know this, but I'll say it again: Books have become an absolute *must* for top senior care and continuing care retirement communities professionals. You are shaping the places where most of us will end up residing and unbelievably, nobody seems to have done a book with the kind of *success* and *expertise* you have to offer.

I am anxious to have you meet with Steve, especially now with the national recognition and popularity of this huge marketplace. He's an expert at writing, shaping, editing, and finalizing the information you may have already gathered, along with those epic thoughts that keep you up at night. Working together, we can have your book released in time to impact the current and future world of senior care and the compassion, dignity and respect it deserves.

Today, "market-length" books can, of course, be great consumer-marketing tools. Beyond that, and at another level, books form a powerful bridge for community outreach, philanthropy, and family legacies, among countless possibilities.

Here's a bit more about Steve that you may not know: he has been the author/editor of more than a dozen non-fiction business books since 2010, alone. An award-winning writer-correspondent for some of the nation's top media organizations, he was with *Money* magazine for 23 years, a contributor to *Fortune* and other national publications, and a Special Correspondent for *Life* Magazine.

Significantly, he also has more than 15-years-plus behind him in professional copywriting for business leaders, top producers and personalities from California to Connecticut. As you probably *do* know, Steve was an award-winning writer for the *Denver Business Journal*, the *Rocky Mountain Business Journal*, and other business-news organizations. *Unlike other writers* with his background, he has been working intensively with a unique talent pool nationwide, and with people in a wide variety of industries and professional disciplines, including those in your area of expertise - a topic he is most passionate about putting into words...right now!

Let's face it, countless books may have been printed, or are ready for publishing, that cover your area of expertise. This is where a seasoned, professional writer-editor like Steve comes in. He knows what is being said, what already has been said, and can help you know what you need to say to stand out. He really looks forward to working with you as a senior care professional. He will make a difference with your first book, as well as the next one. As they say in the Men's Warehouse ad, "I guarantee it!"

I know someone of your caliber can see all sorts of additional potential for a self-published book. I've just touched the surface. I greatly look forward to talking to you after you have had a chance to look at his website at [www.SteveMarshWriting.com](http://www.SteveMarshWriting.com). Meanwhile, please feel free to call me anytime at 720-220-5122 or click [here](#) to email.

Sincerely,

*Stephanie Ursini-Bennett*