

Client

Interim Health Care

Title

Picture the Perfect Opportunity

Purpose

Sales video designed to promote the Interim brand and create interest in potential new franchise owners.

Prepared By

Jason Trost

VIDEO SCRIPT

TITLE: “Picture the Perfect Opportunity”

PREPARED FOR: Linda Shaub, Interim Healthcare

**WRITTEN BY: Jason Trost
Scriptwriter
PixelFish, Inc.**

DRAFT: 4

DATE: December 13, 2006

VISUAL

FADE IN:

1. [:14]

B-roll montage of seniors and large crowds of people in a variety of situations.

TRANSITION TO ...

2. [:11]

B-roll of men and women, ages 40-70, who are successful, showing a variety of activities. They are smiling and laughing.

TRANSITION TO ...

AUDIO

MUSIC UP FULL, THEN UNDER

HOST (Voiceover): Picture this ... the number of people in the U.S. aged 65 and over is expected to reach more than 72 million by the year 2030. And more than one-third of all seniors requiring some assistance have no one to help them.

As a result, this is possibly the perfect opportunity ... to do something you love, to become a successful business owner in a field with tremendous potential and growing demand.

V I S U A L

3. [:15]

Establishing shot of FEMALE HOST (woman, 50s, professional) in front of a clean, white background (reference IHSS website). Graphic appears next to her on right side of screen.

Graphic:

Interim HomeStyle Services logo

TRANSITION TO ...

4. [:18]

B-roll of successful men and women, ages 30-70, working and helping older adults in a variety of activities. They are smiling and laughing.

TRANSITION TO ...

A U D I O

HOST (On-Camera): Interim HomeStyle

Services, a Division of Interim HealthCare, is a national franchise offering non-medical home care to the growing senior population. And with 40 years of experience, we have a proven system to help you succeed.

HOST (Voiceover): Franchising with Interim

allows you to be in business for yourself – but not by yourself. It's easy to get started.

There's no medical background required.

We'll take care of your training. And with our extensive support system, you're able to get your business up and running quickly so you can start generating income.

V I S U A L

5. [:12]

Medium shot of HOST. The following graphics are revealed as bullet points to the left of her on screen as she speaks:

Graphics:

*77 million Americans over age 50
82% of older Americans want to stay in their homes*

TRANSITION TO ...

6. [:07]

B-roll of healthy men and women, ages 60-80, as they enjoy social and athletic activities. They are smiling and laughing.

TRANSITION TO ...

7. [:10]

Close-up of HOST.

TRANSITION TO ...

A U D I O

HOST (On-Camera): There are currently 77 million Americans over 50 years old. And according to a recent study, 82 percent of mid-life and older Americans prefer not to move from their homes if they need help caring for themselves.

HOST (Voiceover): So who will be there to help seniors live safely, independently and purposefully, while also living longer?

HOST (On-Camera): Companies like Interim HomeStyle Services. And people like yourself ... people smart enough to take advantage of a terrific business opportunity when they see it.

V I S U A L

8. [:14]

Medium shot of
TESTIMONIAL ACTOR #1
(female, 50s, casual, comfortable)
in front of clean background,
warm color (reference Interim's
website).

CUT TO ...

9. [:05]

Close-up shot of
TESTIMONIAL ACTOR #1.

TRANSITION TO ...

10. [:14]

Medium shot of
TESTIMONIAL ACTOR #2
(male, 50s, casual, comfortable) in
front of clean background, warm
color (reference Interim's
website).

CUT TO ...

A U D I O

TESTIMONIAL ACTOR #1 (On-Camera): What impresses me most is how supportive Interim is of their owners. They help you find a location and give you what you need to get started: a computer, the software to run the business, marketing materials. Plus, they're there for you down the road.

It takes a lot of the stress and worry out of the decision to become an entrepreneur.

TESTIMONIAL ACTOR #2 (On-Camera):

Interim really treats you like a member of the family – that's part of their strength. And it's such a great opportunity. The franchise fee is one of the lowest in the industry, and it includes training to become a Certified Senior Advisor.

V I S U A L

11. [:05]

Close-up shot of
TESTIMONIAL ACTOR #2.

TRANSITION TO ...

12. [:10]

Alternate angle medium shot
of HOST walking into frame.

TRANSITION TO ...

13. [:16]

Full-screen exterior shot of
Interim HomeStyle Services
headquarters. Graphic appears on
screen as HOST says the word.

Graphic:
Partnership

TRANSITION TO ...

A U D I O

There's a lot of competitors out there, but going with Interim HomeStyle Services is a pretty smart decision.

HOST (On-Camera): Why become a franchise owner with Interim? Because as the industry leader, we offer a variety of benefits that truly separate us from the competition ...

HOST (Voiceover): First, you'll be in a partnership with the oldest, most respected health care franchise company in the country. With four decades of experience, we know the business. And we're the only franchise that offers you a chance to move up into our other staffing and home care franchises.

VISUAL

14. [:14]

B-roll of successful business person, 50s, business casual dress, working at desk. Graphic appears on screen as HOST says the words.

Graphic:

Owner Network

TRANSITION TO ...

15. [:12]

B-roll montage of training room session with trainer working at white board; medium close-up of mid-40s employee, business casual dress, on telephone at desk; medium shot of employees conferring over paperwork at a desk or table. Graphic appears on screen as HOST says the words.

Graphic:

Support Team

TRANSITION TO ...

AUDIO

Second, our owner network of other entrepreneurs – with an average tenure of 20 years – understands the demands of running a successful business. So you have immediate contacts with people who are willing to share their own experiences.

Our support team at the National Service Center works hard to make things easier for you. Whether it's a simple question or a more in-depth consultation, they're always willing to listen and provide the necessary assistance.

V I S U A L

16. [:13]

B-roll of successful business person, 50s, working on computer. *Technology* graphic appears on screen as HOST says the word. InterLink logo appears in bottom corner of screen as HOST says the word.

Graphics:

Technology

InterLink logo

TRANSITION TO ...

17. [:04]

Medium shot of HOST.

TRANSITION TO ...

18. [:07]

B-roll montage of active seniors, successful older business people, all in casual dress, cheerful, happy.

TRANSITION TO ...

A U D I O

Of course you need to keep your finger on the pulse of your business. That's why Interim developed InterLink, an interactive, comprehensive management system designed to help you run your business efficiently and proactively.

HOST (On-Camera): It's time to picture yourself doing something you love ...

HOST (Voiceover): ... When work doesn't feel like work. Where you're successful in a business that you own. Picture the perfect opportunity ...

V I S U A L

19. [:13] [3:34]

Medium shot of HOST.
Graphics appear on screen as
HOST says the words.

Graphics:

www.HomeStyleServices.com

800-840-6568

FADE OUT

A U D I O

...then contact Interim HomeStyle Services.

Visit us online at [www dot HomeStyle Services
dot com](http://www.HomeStyleServices.com), or call us at 800-840-6568.

MUSIC UP FULL TO END