

# SOBER LIVING

The official newsletter of One Step Software



## WHAT IS THIS NEWSLETTER FOR?

With the wealth of data and information thrown at us on a daily basis, it's hard to sift through what's relevant and what's important to know. That's why we're creating this monthly newsletter! Our intention is to be a one-stop-shop for updates in the industry, news relevant to sober livings, and another way for you and others to connect and collaborate with people all over the nation.

Check it out and let us know what you think!

## UPCOMING EVENTS

- **Jan. 24-27:** evolution – Evolution of Addiction Treatment
- **May 16-19:** Foundations Events – Innovations in Recovery
- **May 30-June 2:** WCSAD – West Coast Symposium on Addictive Disorders
- **July 14-17:** CORE – Clinical Overview of the Recovery Experience
- **Aug. 30-Sept. 1 :** Western Roundup Living Sober
- **Sept. 5-8:** CCSAD – Cape Cod Symposium on Addictive Disorders
- **Oct. 9:** NSLA Annual Conference
- **Nov. 10-13:** PTACC – Police, Treatment, and Community Collaborative

## MARKETING STRATEGIES FOR YOUR SOBER LIVING

Building awareness for a sober living is critical to the ongoing success of a home. With the plethora of knowledge and choices that are available on the internet, it is truly difficult for an individual seeking a sober living home to sift through and find exactly what they are looking for. That is why creative marketing strategies can be effective in building awareness of your sober living home in your community. If you are wondering where to even begin, check out some ideas that could provide useful for your sober living home.

### Social Media – Instagram and Facebook

In the age of millennials, social media is all of the rage. Creating a profile for your sober living home on any of the social media platforms (Instagram, Facebook, Twitter, etc.) will certainly build not only traffic for sober living home seekers, but also build a sense of community with your current residents. Host events, have your residents post pictures and tag the sober living home, and start getting creative with the hashtags! This is great way to reach a target market of active social media users. #soberlivinghome #community #soberforlife #soberliving #alumni

### The Old School Networking Approach

We are all familiar with what networking is. You attend a meeting with some people you may know, some people you may not, and you try and meet as many people as you can to inform them of what you have to offer. Yes, it can be a bit awkward and uncomfortable at times, but nothing can replace a face-to-face connection. With everything going on in the day-to-day, it is easy for people to stick with what they know and refer to who they know. The more connections you build in person, the more likely you will be referred by a fellow colleague in the community. Not only that, but you have the power of helping someone too. Maybe your sober living could be full and you now have another place to refer residents in need or vice versa. Networking and building solid relationships is effective and certainly cannot be replaced.

### The Power of Paper

If you can believe it, there is still a place for paper. Flyers, brochures, business cards, anything paper with your brand still has a place in the world of technology. I cannot tell you how many times that I have had someone call me wanting to know more about my business and when I ask how they heard about me, they refer to the flyer that I left behind. Keep it simple, short, to the point, and highlight the features and benefits. As they say, “KISS” – keep it simple, stupid. Leave your marketing leave behinds at AA meeting locations, networking events, rec centers, treatment centers – anywhere that you believe has the potential to reach your target market.

### Get Involved

The last approach that I suggest to be an effective marketing strategy is getting involved in your community. Volunteer in your surrounding neighborhood with causes that mean something to you and not only give back and extend a helping hand, but meet fellow like-minded people. You never know who they may know and you get the added benefit of making an even bigger impact in your community!

*For more interesting articles on sober livings, visit the One Step blog for new stories weekly.*



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## RECENT NEWS AND UPDATES

### Glendale to regulate sober living homes while waiting for statewide policy

By: Mark Carlisle, Independent Newsmedia

### 2 charged for allegedly lacing recovery home manager's mac and cheese with heroin

By: Jackie Smith, Port Huron Times Herald

### State seeking proposals for opioid response grant

By: Jennifer Turiano, Carroll County Times

### Bill would allow regulation of state's sober living homes

By: Kristen Carosa, WMUR9

### 6 face charges in \$31M Medicaid fraud case

By: Justin Dennis, The Vindicator

### Certification of recovery residences goes to House

By: Taylor Stuck, The Herald Dispatch

### Latest recovery house prompting 2nd look at city's rules

By: Jackie Smith, Port Huron Times Herald



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And despite the city's rules, those in the recovery community talk a lot about how sober homes are still feeling the stigma that comes from the opioid epidemic and other substance abuse issues.

## FEBRUARY SPOTLIGHT

Does someone stand out to you as going above and beyond to induce change or do you know of an organization doing something different that you feel others could benefit from learning about? Let us know and we'll sponsor a spotlight on that individual or organization in the monthly newsletter! Spread the love and support!