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The Life Solution Center of Darien: Executive Summary

Professional Observation:

In her 27 years of practice as a Psychotherapist, Executive coach, and Corporate Consultant, Maud Purcell recognized a commonality amongst her patients: *Regardless of their reason for seeking help, many required services in addition to psychotherapy that would have significantly improved their treatment outcomes and quality of life.*

Problem:

While Maud had ready access to professionals in law, general medicine, financial services, home organizing, career counseling—to name a few—she found patients lacked the time, motivation, information, or emotional resources to make appointments in multiple places. While patients progressed in therapy, they were hindered significantly by the fact that they infrequently accessed these other services.

As a separate but related issue, Maud recognized that the professionals she was referring to for these services were struggling to grow their own businesses in what has been a less-than-favorable economic environment.

Solution:

To provide a more direct and accessible route to these services by including them within a readily available network of providers, generally under one roof, maintained by a cohesive brand that engenders trust and allows for effective coordination of care.

Business Overview:

The Life Solution Center of Darien works under the assumption that each professional/business - here after referred to as “Partner” – who joins the Center, operates as its own entity.

- Each business can be marketed by, use the physical and digital space, or take advantage of the resources provided by, The Center at the Partner’s discretion.
- The monthly fee paid by the Partner to The Center is determined by the package or combination of physical/virtual office space, marketing, branding, networking, and communication services or opportunities in which each chooses to participate.
- Each Partner maintains its existing fee structure for Patients/Clients and can adjust this accordingly with them as they would have before joining The Center.
- Each Partner is interviewed and vetted by the Executive Director of the Center before joining, in this case Maud Purcell, who also maintains her practice as a Partner of The Center.
- The Center operates with very little overhead and pays a regular salary only to an Office Manager, and incurs regular additional fees in conjunction with running and maintaining an office, all of which are covered by the monthly Partner fees.

Benefits:

The Life Solution Center of Darien is unique in its joint simplicity, comprehensive scope, and flexibility. It provides:

- Patients/Clients access to a wide variety of trusted services, all under one roof, including cutting-edge Psychiatric Services provided by staff from major teaching hospitals in the New York metropolitan area.
- Partners the opportunity to maintain the name and structure of their businesses while availing themselves of The Life Solution Center’s reputation, services and networking opportunities.
- A revolving door of potential clientele for all Partners involved.
- Numerous networking and marketing opportunities, afforded by the larger group structure, that wouldn’t be available to the Partners individually.
- Clear opportunity to franchise The Center on a local, national, and global scale, based on the straightforward, simple, non-cost prohibitive business model, to the benefit of Clients and Partners alike.

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