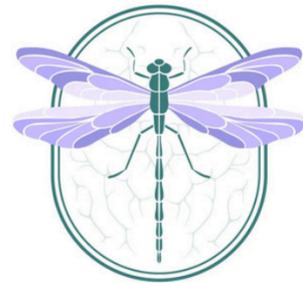


TME BRAND MARKETING

StandOut Practice™ Plan

BUILT FOR



DRAGONFLY

MENTAL HEALTH & WELLNESS



“Dragonfly Mental Wellness grew out of my belief that real healing doesn’t have to feel clinical or cold. It’s about having a safe, supportive space where you can show up as you are: overwhelmed, anxious, hopeful, or somewhere in between and know you’ll be met with compassion.

I combine therapy and medication when it’s helpful, but always start with listening to you. My goal is simple: to help you feel more grounded, more understood, and more confident in your ability to keep moving forward. You don’t have to do this alone. I’m here to walk alongside you.”

– **Kristen Erica Hunkin, Founder & Lead Therapist**

What Matters Most to You



- **Creating a Safe, Inclusive Space:** Building a nonjudgmental environment where clients—especially teens, couples, and single moms—feel seen, supported, and empowered to show up as their full selves.
- **Helping Clients Break Cycles & Find Authenticity:** Guiding individuals and families to challenge harmful patterns, reconnect with themselves and others, and live in alignment with their values.
- **Delivering Practical, Compassionate Support:** Providing therapy that's not only emotionally validating but also gives clients real tools to navigate anxiety, depression, conflict, and life transitions.

How Do You Meet These Goals?

WHO YOU ARE

WHO YOU HELP

HOW YOU HELP

Who You Are

Dragonfly Mental Wellness is where children, teens, and adults find calm, compassionate support to work through anxiety, depression, trauma, and more, so they can feel stronger, more balanced, and ready to move forward.”

Brand Voice

Calm. Compassionate. Transformative.

Dragonfly Mental Wellness speaks with warmth and clarity, blending science and mindfulness to make healing feel possible. The voice is steady, supportive, and empowering, reminding clients they're not alone and they already carry the strength to change.

TONE CHARACTERISTICS

- **Warm & Compassionate** – language feels human, caring, and approachable.
- **Grounded in Science** – clear, professional, and evidence-based without being clinical or cold.
- **Mindful & Calming** – creates a sense of steadiness and peace, even when addressing heavy topics.
- **Empowering** – encourages clients to trust their own resilience and capacity for change.
- **Hopeful but Realistic** – acknowledges the hard stuff while highlighting the possibility of transformation.

Brand Personality

The Mindful Scientist

Grounded in research but guided by heart, this brand brings a balance of evidence and empathy. It's steady, calm, and clear—helping clients feel both safe and informed. The voice blends scientific credibility with mindful presence, creating trust while keeping things approachable.

This personality resonates with people who want care that feels professional but never cold, holistic but never vague. It says: “Your healing can be rooted in science and supported with compassion—and we’ll walk that path together.

Personality Traits

- **Compassionate** – caring, approachable, and deeply human.
- **Grounded** – steady, reliable, and rooted in evidence-based care.
- **Mindful** – calm, present, and attuned to clients’ needs.
- **Empowering** – encouraging resilience and transformation.
- **Professional (but not clinical)** – credible and trustworthy without being cold or detached.



TAGLINE:

**Clarity for your mind.
Care for your whole self.**

SECONDARY TAGLINES:

Healing that lasts, not just quick fixes.

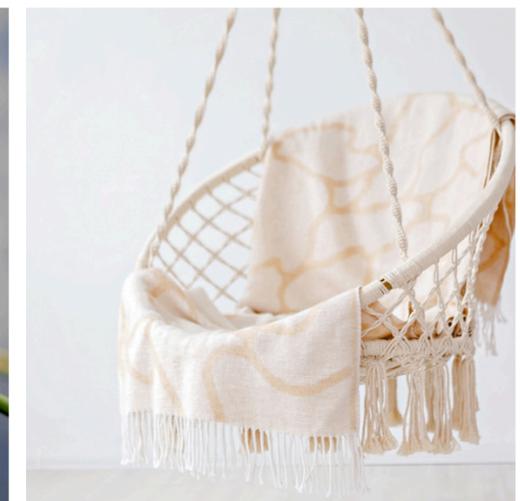
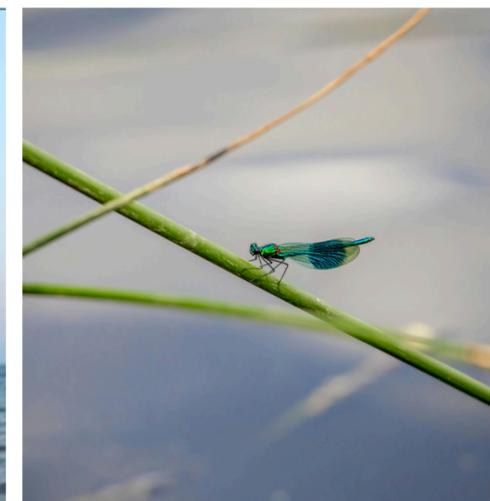
Science-backed care for real-life
struggles.

Feel stronger, heal deeper.

How You Look

This vibe says, “You don’t have to figure it all out alone. Here, you’ll find steady, science-backed support with a human touch: calm, clear, and compassionate, so you can feel more grounded and ready for what’s next.”

- Calming
- Grounded
- Compassionate
- Reassuring
- Balanced
- Mindful
- Empowering
- Safe

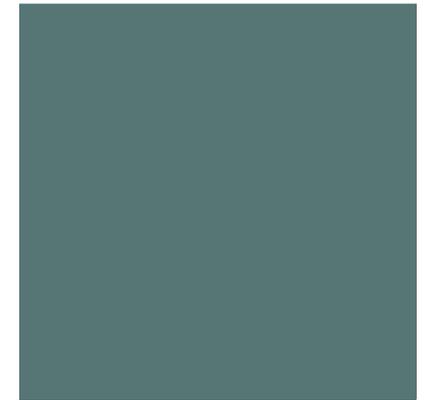
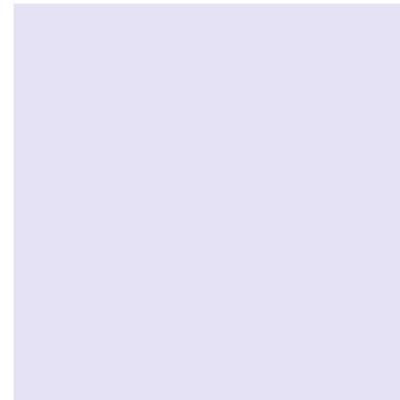
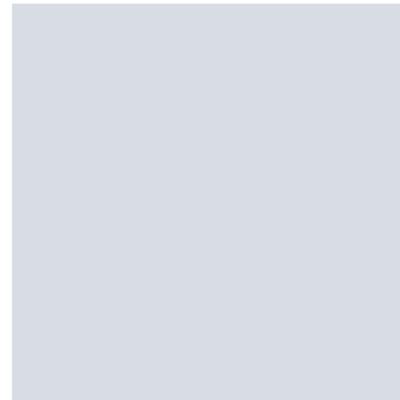


PRIMARY LOGO



DRAGONFLY
MENTAL HEALTH
AND WELLNESS

COLOR PALETTE



Lora

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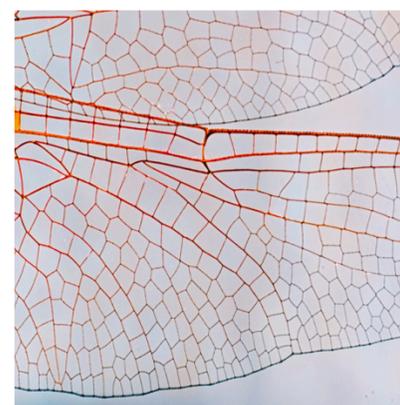
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Poppins

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TEXTURES



Who You Help

The following is an overview of Dragonfly Mental Health & Wellness's Three Main Niches

Niche #1

The Stressed Teen (and Their Parents)

Teens facing anxiety, depression, or trauma need a safe, supportive space to open up and learn healthier ways to cope. Their parents want reassurance and professional guidance, someone who can meet their child with compassion while also offering evidence-based care, and medication if needed.

Content Ideas

Pain Point 1:

Constant anxiety and overwhelm from school, friends, or social media that makes it hard to focus, relax, or enjoy daily life.

Solution:

We teach teens evidence-based coping strategies, like CBT skills and mindfulness tools, that help them manage stress, reduce anxious thoughts, and feel more in control.

Pain Point 2:

Difficulty opening up, leaving struggles bottled up because they don't feel comfortable talking to parents, teachers, or peers.

Solution:

We provide a safe, judgment-free space where teens feel truly heard and supported—building trust so they can share openly and begin to heal.

Pain Point 3:

Parents feeling lost and unsure how serious their child's struggles are, or how to actually help.

Solution:

We collaborate with families, offering guidance, education, and medication support if appropriate, so parents feel empowered and teens feel backed by a strong support system.

How You Help

Niche #1

The Stressed
Teen (and Their
Parents)

Key Phrases, Keywords, Search Topics

Client Pain Points (Teens & Parents)

- Constant anxiety, worry, or stress from school, friends, or social media
- Withdrawing, shutting down, or refusing to talk about what's wrong
- Parents unsure if it's "just a phase" or a sign their teen needs help

Content Topics + SEO Keywords:

"Teen anxiety isn't just stress: When to know it's time for therapy"

Keywords: teen anxiety therapy, adolescent counseling near me, anxiety treatment for teens

"Why your teen won't talk to you—and how therapy creates a safe space"

Keywords: therapy for teens near me, child counseling, teen won't open up help

"Is it just a phase? Signs your teen may be struggling with depression"

Keywords: teen depression therapy, depression counseling for teens, adolescent mental health support

Niche #2

The Overwhelmed Adult

Adults juggling work, family, and life stress often feel stuck, exhausted, and disconnected. They're ready for real support that helps them untangle what's weighing them down: therapy rooted in science, delivered with warmth, and medication options when it makes sense.

Content Ideas

Pain Point 1:

Feeling stuck in cycles of anxiety, depression, or trauma that make everyday life feel exhausting and unmanageable.

Solution:

We use evidence-based therapy approaches to help adults untangle what's holding them back, develop practical coping tools, and find relief that actually lasts.

Pain Point 2:

Carrying the weight of responsibilities, work, family, or caregiving, without space to care for themselves.

Solution:

We create a supportive space where adults can lay down the mental load, gain perspective, and prioritize their own healing without guilt.

Pain Point 3:

Trying therapy or strategies in the past that didn't stick, leaving them worried nothing will really work.

Solution:

We take a therapy-first approach that blends science-backed techniques with medication support when needed: personalized care designed to help them finally feel better.

How You Help

Niche #2

The
Overwhelmed
Adult

Key Phrases, Keywords, Search Topics

Client Pain Points:

- **Stuck in Cycles of Anxiety or Depression**
- **Carrying the Mental Load Alone**
- **Discouraged by Past Attempts**

Content Topics + SEO Keywords:

“When stress isn’t just stress: How therapy helps adults break the cycle of burnout and anxiety”

Keywords: adult anxiety therapy, therapy for burnout, counseling for stress and anxiety

“Carrying too much? Why putting yourself last is hurting your mental health”

Keywords: depression therapy for adults, individual counseling near me, therapy for caregivers

“Tried therapy before and it didn’t stick? Here’s why this approach is different”

Keywords: holistic therapy for adults, evidence-based therapy near me, therapy with medication support

Niche #3

The Resilient but Struggling Client

Clients living with more complex challenges (like psychosis or treatment-resistant depression) are searching for care that sees the whole person, not just the diagnosis. They need a provider who blends scientific expertise with compassion, offering clarity, hope, and practical paths toward stability and healing.

Content Ideas

Pain Point 1:

Living with complex mental health challenges, like psychosis or treatment-resistant depression, that disrupt daily life and stability.

Solution:

We provide science-backed, individualized treatment plans that address both symptoms and underlying patterns, helping clients find steadier ground.

Pain Point 2:

Feeling misunderstood, dismissed, or even stigmatized by past providers and systems of care.

Solution:

We offer a compassionate, judgment-free space where clients are seen as whole people (not just diagnoses) so they can feel safe, respected, and supported.

Pain Point 3:

Hopelessness after trying multiple treatments that didn't seem to work.

Solution:

We combine evidence-based therapy with thoughtful medication management when needed, opening new possibilities for progress and sustainable healing.

How You Help

Niche #3

The Resilient
but Struggling
Client

Key Phrases, Keywords, Search Topics

Client Pain Points:

- Living with Complex Symptoms
- Feeling Misunderstood or Dismissed

Losing Hope After Failed Treatments

Content Topics + SEO Keywords:

“When past treatments haven’t worked: Finding hope with a therapy-first approach”

Keywords: treatment-resistant depression therapy, therapy-first mental health care, holistic psychiatric nurse practitioner

“Psychosis doesn’t define you: How compassionate, evidence-based care makes a difference”

Keywords: psychosis therapy near me, evidence-based mental health treatment, psychiatric nurse practitioner for psychosis

“More than a diagnosis: Why you deserve care that sees the whole person”

Keywords: holistic mental health care, person-centered therapy, mental health clinic near me

What We'll Be Doing: Website To-Do Checklist

Next Steps:

- Homepage Mockup
- Webpage Writeups
- Website Design

Write & design up to 6 key pages to reflect your updated voice, niche specialties, and ideal client messaging:

- **Home Page** - Restructured for clarity, emotional connection, and lead-ins that reflect your three focus areas
- **About Page** - Rewritten to reflect your individual approach, values, and what sets your practice apart
- **3 Services Pages**
 - **Children & Teens** – navigating anxiety, depression, trauma, and early signs of psychosis; clients (and their parents) who need both compassion and professional guidance.
 - **Adults Facing Depression, Trauma, and Anxiety** – individuals who feel overwhelmed but are ready to do the work, seeking therapy-first care with medication support if needed.
 - **Clients Managing Severe or Complex Mental Health Concerns** – especially psychosis or treatment-resistant symptoms, where evidence-based care + holistic approaches can help them stabilize and build resilience.
- **Contact Page**

Structure & Layout Enhancements

- Add or reorganize sections to support your three core specialties
- Integrate trust signals (credentials, certifications, affiliations) to build credibility
- Refine calls to action to be clear, consistent, and aligned with client decision points



What We'll Be Doing: Continued

SEO & Strategy

- Refresh on-page SEO across all updated pages (headings, metadata, internal links, and keywords)
- Identify high-value keywords and search topics for each core specialty
- Optimize layout and copy for featured snippets and stronger SERP performance

Blog Content Development

- **Write 3 fully optimized blog posts aligned with your updated core messaging:**
- **Each blog will include:**
 - SEO-optimized metadata
 - Alt tags
 - Internal linking
 - Keyword-rich H1/H2 structure

Use blog content to improve organic search visibility and establish topical authority within each specialty area.

Supporting Tools & Visual Integration

- Retain and work within your existing brand visuals (colors, fonts, style)
- Add new sections or iconography as needed to highlight specialties and improve scan-ability
- Ensure your brand voice carries through every page for consistency and impact

Next Steps...

Review Consultation Call - August 26

Homepage Mockup Given to Client to Review - TBD

Webpage Writeups Given to Client for Review - TBD

Begin Website Design Live on Site - TBD

First Draft of New Site Completed for Review - TBD

TME BRAND MARKETING

Thank You

For Questions & Comments:
studio@tmebrandmarketing.com

