

## Psychology Research:

Psychology the study of the mind and behavior.

USA is the biggest market for psychology and mental health.

## Mental Health disorders:

- Anxiety (feeling of excessive and constant fear or unease)
- Depression (persistent feeling of sadness)
- BiPolar (unusual and persistent shifts of mood)
- Schizophrenia (a loss of touch with reality)
- Post-Traumatic Stress Disorder (PTSD) mental illness that comes from a traumatic experience and may cause various disorders due to the experience.

## Best Ways to Maintain Mental Health(sequence):

- Stay Active and Exercise (atleast one hour everyday) > Overworked
- Eat a Brain Healthy Diet (Carbs, proteins and enough food) >
- Get Reasonable Sleep (atleast 6hrs) > Healthy body
- Practice Relaxation > reduce physical issues of stress
- Avoid Social Media > Validation
- Notice Triggers (limiting of triggers) >
- HAVe good connections and friendships(get friends and accountability) > loneliness and validation

## Online Presence:

- **Build an email list**
- SEO (Search Engine Optimisation)
- Valuable and useful content
- Stunning Website
- Social Media Presence(keeping up to date)
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## Avatar



- Middle Aged (30-40) women (visit more than men on average) suffering from anxiety caused by hormone shifts of perimenopause.
- Physical Symptoms of such anxiety is hot flashes, mood swings and sleep disturbances
- Emotional Symptoms are loss of identity, loneliness/isolation(no friends or family), repetitive days, being blamed for issues, overworked, living for others, weight on shoulders is overwhelming and nobody understands.
- This anxiety may come from health and financial challenges. Transition to elders and responsibilities associated.
- The USA is the country with the largest market for psychology where California has the largest population of women in the USA (ie most probably the most middle to elder aged women)
- This is Lucy, who's suffering under the pressure of being a working mom and wife to a large family. She has to have the job to support financially and still be a mother and take care of all her responsibilities at home while looking after her younger siblings as the eldest in her maiden family. She is exhausted from getting the kids ready for work everyday, going to work and then coming back and still being a mom and wife later on. She never gets time to herself and goes through the same motions everyday. Living for her family. Menopause is around the corner and her body is disturbed by the change of hormones while dealing with all her daily stress.
- She is not aware of her mental health state as she is so focused on being a good mom and wife. She doesn't notice that she's suffering from loneliness, exhaustion, and hormone imbalances,.
- Her desired state is to know that she is an individual and that it is fine to be understanding that her body will go through hormonal changes in the body approaching menopause. The transition from a young couple to a family is very stressful and it is within female nature to want that but the society and standard of living puts pressure on all families. She requires appreciation and validation. To be physically healthy, a good diet and access to health care. To be financial secure, have social support. Have tools for identifying mental unwellness and how to address any issues. She may not be aware of her challenges but may feel the symptoms.

Possible Clients:

- ☐ California Therapy Centre
- ☐ Silver Lake Psychology
- ☐ Dr Kirwen
- ☐ Dr Kill Kane
- ☐ Cerda Sniffin Psychology Group
- ☐

Purpose of Email Newsletter:

1. Provide the subscribers (community) value by identifying that they are experiencing mental health challenges.
2. Once the subscribers are aware that they are experiencing mental health challenges then the solutions(Psychologist) is available.
3. Convert as many subscribers into customers for the psychologist.
4. The audience consists of anyone who has visited the Social Media or website and subscribed to the newsletter.

Outreach Email to a Counseling Psychology Consultant Silver Lake Psychologists:

Headline: Exceptional Service Review extension.

Good day XXXX Psychology.

The work you are doing for the community of California is very impressive especially the testimony of Rebekah who mentioned the struggles of finding a relatable psychologist but your team was able to not only help her but match her with the right person to assist.

That experience needs the right person to help and I believe you give the best opportunities. There are many people who are hesitant or not even aware of the services you provide. Encouragement is needed when you require help but a showcase of value would convert more people like Rebekah.

An introduction of a free email newsletter to all the traffic passing through your website would give insights and awareness of the personalised solutions your organisation offers to clients.

This gives an opportunity to showcase more value than the website which extends the reach into weekly/regular interactions with hesitant clients such as Rebekah.

There are many ideas that we may discuss that may help more people like Rebekah get the assistance you provide.

Please contact me to discuss further.

Kind regards,  
Sakhi Ndwandwe.