

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

WellMindTherapyTc

[WellMind Therapy Center | Fort Worth Mental Health Services](#)

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**Business Type:** Therapy, Mental health, Drug addiction.

**Business Objective:** to increase call volume, attention, and awareness of brand, to help clients to provide high-quality, accessible care that improves patient well-being while achieving financial sustainability, community impact, and operational excellence.

**Funnel:** FB, IG, WB.

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to?

- Men, woman, straight, gay, religious, atheist, young, old, millennial, Gen Z and Gen, A

**Any Mental Illness (AMI):** Approximately 23.1% of U.S. adults experienced AMI in 2022, equating to about 59.3 million individuals.

**Serious Mental Illness (SMI):** Around 6.0% of adults had an SMI in 2022, affecting about 15.4 million people.

**Major Depressive Episode:** In 2021, 8.3% of U.S. adults, or approximately 21.0 million individuals, experienced at least one major depressive episode.

**Adults with AMI Receiving Treatment:** In 2022, 50.6% of adults with AMI received mental health treatment.

**Adults with SMI Receiving Treatment:** Among those with SMI, 66.1% received treatment in 2022.

–**AMI** stands for **Any Mental Illness**.

–**SMI** stands for **Serious Mental Illness**.

## 1. Where are they now?

In need of treatment, but don't believe treatment will be successful. In need of treatment but can't afford. In need of treatment, but undecided.

They are currently Scrolling FaceBook, IG, X researching google. Undecided to make a leap.

2. **Perceived Unmet Need:** In 2018, approximately 5.8% of American adults, equating to about 14.5 million individuals, believed they had an unmet need for mental health services in the past year.
3. **Barriers to Treatment:** Among those reporting unmet needs, 39% cited cost as a barrier, 26% thought they could handle the problem without treatment, 24% did not know where to go for services, and 20% lacked time. (In need of convenience)
4. **Adults with Unmet Needs:** In Texas, 62.3% of adults with any mental illness reported unmet needs for treatment, indicating that approximately 2.3 million individuals sought but did not receive necessary care. (require patient feedback)
5. **Youth with Depression:** Among Texas youth aged 12–17 with depression, 64.7% did not receive any care in the last year, suggesting a significant number of young individuals are in need of treatment.

**What people say about treatment centers in the area**  
[Behavioral Health Clinic in Downtown Fort Worth | TotalCare](#)

## 5 star reviews

Staff is amazingly professional and still caring. Handle your needs with care. Nice peaceful waiting room. The staff is very helpful and makes a point to get to know you when tending to you. They helped me get treatment for Adult ADHD after my previous Dr. had retired and left me wondering what to do.

Would recommend for anyone in a similar situation or that is needing any other services.

I walked in, I felt welcomed by the entire team.

all incredibly friendly and made the environment so warm and inviting.

Wonderful support for our teenage daughter. Very caring and compassionate. super fast for the support and care our child needed. I would recommend to anyone who may need help for mental or behavioral needs.

Any time I hear someone is struggling, I send them here.

very pleased with total care behavioral. From the young ladies that greet you when you walk in the door

For the first time in many years, I feel like the person I used to be. I am focused organized and a better partner to my spouse.

people need to know where they can turn. I would recommend anyone to total care! If I could...I would give them 10 stars! 😊

I would like to take time to thank my Provider, Brittani, the Medical Assistants, Jen and Kevin, and the front office staff, Dulce and Lesly. When my doctor, who was literally a quarter mile from my house would not accept my new insurance, I needed to find someone quickly to help me keep my medication going. You all accepted me and made me feel like I was your top priority. I felt so comfortable with all I spoke or met with. You all listened to my needs and responded with a sense of urgency to take care of my

needs. You all are top notch and I am lucky to have found you.  
Thank you so much.

I will not go see somebody else

work extremely well with their adolescent patients. You can tell that they're really invested in the work as well as the patients.

4 star The main issue I have is they keep forgetting to verify my insurance benefits and its always an issue when I arrive for my appointments.

### 3 star review

HIGHLY RECOMMEND SEEKING ANOTHER FACILITY!!!!!!! One with doctors that actually see their patients and provide for patient's needs.

(really seems like we're not human to this person, just a file).  
They want you to be consistent with seeing them which I have to pay every visit to meet my deductible but they are not consistent with doctors.. it's a new doctor every year literally. I been going since 2021.

1 star Looking for every dollar they can get.

This place has really hit bottom. I used to love it, but after yesterday's visit, I will never return. My dr left without any warning and that to me is a big deal, but not them...they shoved me right in to see Brittany who was condescending, rushed, and spent less than 5 minutes with me when I needed to talk about my medication. Do not go here unless you like fast food style prescriptions written with no real conversation or concern.

I've been going here for about 6-7 months and I feel like the clinic is going downhill. I know they are helping so many people with affordable health care, including myself, but I think they are overwhelmed.

My last appointment I felt like a new patient, the doctor (the same person I've seen the entire time I've been going to TCBH) asked "Why are you on this medication?", "Why are you on such a low dose of this medication?", "Who did you see last time you were here?" It's like they don't even check their charts. So now apparently I've been on a medication that is too low to even make a difference?

Will definitely be looking for a new doctor who can keep track of his patients.

This is the worst place a person with mental health issues could go. A psychiatrists office should not only be more accommodating to new patients but to their existing patients as well. The front desk staff are rude and apathetic. They should treat every patient with extreme care given the nature of the clinic but they don't. They don't

send out appointment reminders, they don't follow up, there has ALWAYS been an issue with getting prescriptions sent over to the pharmacist, and they are constantly changing Psychiatrists. I honestly have a hard time imagining if I was less "high functioning" how could I ever make progress and improve with these people. They make getting help with mental health so very very difficult.

Psychiatric nurse practitioner Nelson K did not help me at all. He actually made my situation worse. He was rude, arrogant, unhelpful, condescending, unreasonable and not resourceful at all. No one from the office called to confirm my appointment. I called them and I was told they didn't have my telephone number. But yet they take all that information over the phone when you schedule your appointment.

[Comfort Minds and Above – Evaluation and Treatment of Common Mental Illnesses](#)

## 5 star

I highly recommend!

If you're looking for a psychiatry provider I strongly recommend you check this group out. My experience was wonderful with the entire staff from the receptionist to the provider. They are kind, understanding, and genuinely interested in your well being. I am very happy with the care they have provided and grateful I have found such a wonderful group!

it's been an amazing experience for me and my family! Shuntuk is not only incredibly professional, but she's also warm, approachable,

and genuinely cares about the people she works with. She's always on time, and I never feel like I'm being rushed through our sessions, even when we're both busy. She's easy to talk to, and I feel like I can be completely myself around her. If you're looking for someone to help you work through mental health issues, I can't recommend Shuntuk enough!

The staff is always professional, kind, and on time. Shuntak really listens and makes each appointment very easy. She has truly changed my life for the better. Thank you so much to all of you!

. She's a great listener and always shows her care & concern. Very professional staff, and very accommodating to patient needs. Always so friendly and easy to talk to

### 1 star review

the only thing the assistant cared about was charging me a \$50 fee

I guess they think why listen to someone that needs therapy . I saw her true colors.

[Texas Health Behavioral Health Center Southwest Fort Worth](#)

### 1 5 star review no response

1 1 star review Scam. Even with good insurance they expected me to pay \$2304 for one of their programs. My insurance was going to pay 80/20 and it was still that much. Absolutely appalling and ridiculous. Thanks for wasting my time that I could've seen someone affordable and get a real psychiatrist who wasn't trying to take advantage of my desperate need for help.

13 likes



## **6. What do I want them to do?**

7. Stop scrolling social media to click on post. Which then leads the customer to her website. Then have them call to schedule an appointment. See her treatment center pop up on google and head over to website. For a phone call.

## **8. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

Connection, Community, Socialization, Warmth, and comfort, they are being taken care of, they are important, feel loved, excepted as they are. Basically be taken from the cold streets, and into a warm sanctuary of comfort, and safety.

Recognizing that their mental health is affecting their daily life, relationships, or work is a significant motivator.

Events like hitting "rock bottom" or a wake-up call (e.g., a health scare, a crisis) can prompt action.

People often feel motivated when they believe treatment can help them regain control, improve quality of life, or achieve specific goals.

Loved ones expressing care, offering support, or sharing their own positive experiences with treatment can inspire individuals to seek help.

Structured interventions, especially for substance use or severe mental illness, can persuade someone to consider treatment.

If individuals know where to go and find the process of getting help straightforward, they are more likely to take the first step.

Providing easy-to-find online resources, helplines, or referrals can reduce friction.

Assurance of affordable treatment options or insurance coverage reduces financial anxiety and makes the decision easier.

Growing societal discussions around mental health normalize seeking help, reducing stigma and fear of judgment.

Hearing others' success stories can inspire hope and encourage someone to act.

Severe anxiety, depression, suicidal thoughts, or substance withdrawal often prompt individuals to act.

Situations like job loss, relationship issues, or losing a loved one can motivate people to seek help as a coping mechanism.

A doctor, therapist, or community worker suggesting treatment can carry significant weight.

Follow-up calls or reminders from professionals increase follow-through rates.

When individuals understand the tangible outcomes of treatment, such as reduced symptoms and better relationships, they feel more motivated.

Clarifying misconceptions about treatment (e.g., "It's not a quick fix but can help over time") builds confidence.

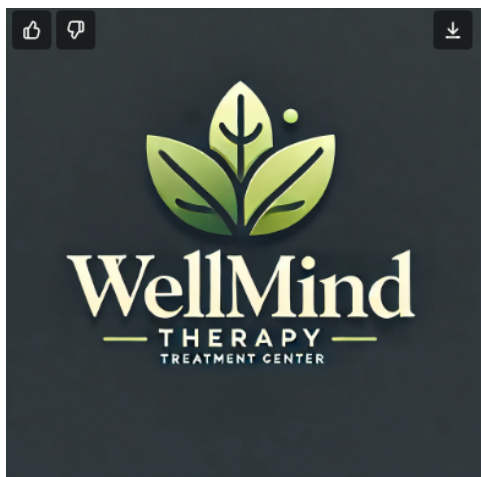
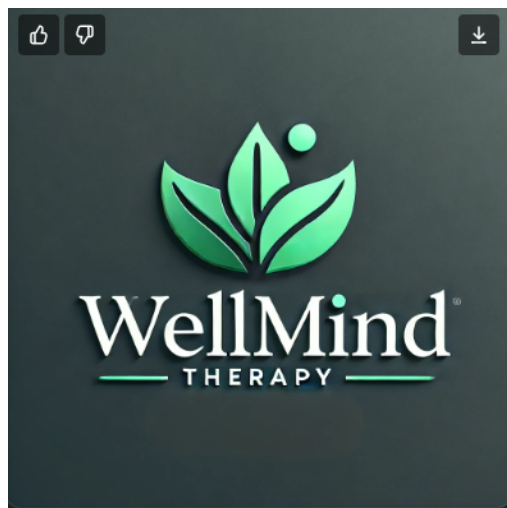
- Create accessible outreach campaigns with helplines and online booking tools.

- Share relatable success stories through social media or local community events.
- Offer free consultations or initial sessions to reduce the intimidation factor.
- Partner with trusted figures (e.g., community leaders, healthcare providers) to promote treatment.

Motivation often grows when individuals feel empowered, supported, and hopeful about change.

### A New LOGO





## Facebook Posts





# The Path to a Brighter Future Awaits



# **Project details for the future**

**Digital therapy**

**Nutritionist, financial advisor, case worker, ads for social media**

**Logo merchandise**

**Therapy promotion**