

INNER BALANCE
TONE OF VOICE



WHO WE ARE

Inner Balance is a boutique medication management practice dedicated to providing personalized care with a client-centered approach.

From the first point of contact, clients notice how welcoming and responsive our admin team is—and they get that same quality of care throughout every touchpoint.

The treatment experience we provide is distinctly personal, not overly formal. Our rapport with clients is built on authentic, down-to-earth interactions that lead to real connections and lasting relationships. Because we've had our own experiences with mental health, we come from an empathetic place that allows us to treat each client with grace, no matter what they're going through.

Our collaborative approach puts clients in the driver's seat of their own treatment process and empowers them to make informed decisions about their care. In a space where their concerns are often invalidated, we take the time to listen deeply, making sure they feel seen and heard.

People know within the first moments of meeting the Inner Balance team that they've found a special place. Our job as writers is to help people feel that connection before they ever set foot in the office.

OUR AUDIENCE

Our clientele consists of two groups:

KIDS & TEENS

- Ages 6-18
- Typically struggling with ADHD, anxiety, and depression
- Symptoms often affect their behavior at school, family dynamic, and social functioning.
- The target audience for this group is their **parents**.

ADULTS

- Typically struggling with anxiety, depression, ADHD, and mood disorders
- Symptoms may affect their performance at work, relationships, mood, communication, ability to do household tasks, and overall day-to-day functioning.
- Some feel like they've lost their inner fire and interest in life.



OUR AUDIENCE

Our clients are **not in crisis**. (People with more severe conditions are referred to treatment elsewhere.)

Most clients already **know what they're struggling with**.

Clients are often **referred** by their school, psychological testing, their therapist, or other treatment professionals.

Most clients **already have a therapist**.





MEETING CLIENTS WHERE THEY ARE

DESIRED OUTCOMES

- Clients are looking for solutions to symptoms that cause problems in their lives.
- Their goals are to manage their mood, improve their quality of life, and feel like their best selves.

BARRIERS TO TREATMENT

NERVOUS TO TRY MEDICATION

- While stigma around therapy is decreasing, it's still strong around medication.
- Many clients—especially parents of young children—are nervous to try medication for the first time.
- They may have internalized beliefs that taking medication means you're weak, incompetent, or don't know how to deal with life.

MEETING CLIENTS WHERE THEY ARE

BARRIERS TO TREATMENT

PREVIOUS NEGATIVE EXPERIENCES

Unfortunately, clients often have a history of bad experiences with other medication management practices, such as:

- **Impersonal treatment:** Some prescribers don't even make eye contact during an appointment; clients get the distinct sense they're being treated as a number.
- **Not having a point of contact:** They may not be able to get someone on the phone, or have their call returned; some centers have no receptionist.
- **Long wait times,** of up to several months, for an appointment
- **Not feeling listened to:** They've reached a vulnerable point where they've decided to pursue treatment, but aren't validated in their struggle.
- **Feeling rushed through an appointment:** Some providers spend only a few minutes with each client.
- **Being pushed into something:** Prescribers who know better than clients advocate only for their process, believing they know better than the client. Clients feel they should just "get their meds and leave."
- **Stressful experience finding the office:** Some practices are located inside large office buildings; finding parking and locating the office can be difficult.
- **Not getting the right medication:** Clients feel they're being prescribed medication without having their concerns about how they feel on certain medications heard.
- **Lost in the process:** Red tape like insurance feels intimidating and there's no one to help them through it; they can tell because of a lack of internal coordination between staff that they're falling through the cracks.

These points are to help you understand and empathize with our audience. They should not be used as talking points to speak negatively about competitors in client-facing copy.



MEETING CLIENTS WHERE THEY ARE

BARRIERS TO TREATMENT

PREVIOUS NEGATIVE EXPERIENCES

A Note on Use

It is never okay to badmouth competitors. Differentiate from clients' previous negative experiences by positioning Inner Balance as doing the opposite. Do this by focusing on solutions.

1. Frame the problem.
2. Offer the solution.
3. In copy, use only the solution.

Example:

Instead of, *"Most prescribers spend only a few minutes with clients before sending them off with a prescription they don't understand. But at Inner Balance, we make sure you fully understand your treatment plan."*

Say, *"We make sure you fully understand your treatment plan."*

KEY VOICE TRAITS

WARM & WELCOMING

Speak with nonjudgmental understanding and a genuine desire to help clients navigate their mental health journey. Address the anxieties and concerns clients might have about medication management by answering their questions in a way that feels comforting and supportive.

Example:

We understand starting medication can feel overwhelming. We'll walk you through each step of the process and answer any questions you have along the way.



KEY VOICE TRAITS

COLLABORATIVE & EMPOWERING

Position Inner Balance as a partner in clients' healing process. Emphasize shared decision-making, education, and empowering clients to be advocates for themselves. Invite readers to be active participants in their well-being.

Example:

We'll have an open conversation about what you're going through, listen to your concerns, help you explore your options, and develop a personalized plan that lets you take charge of your mental health.



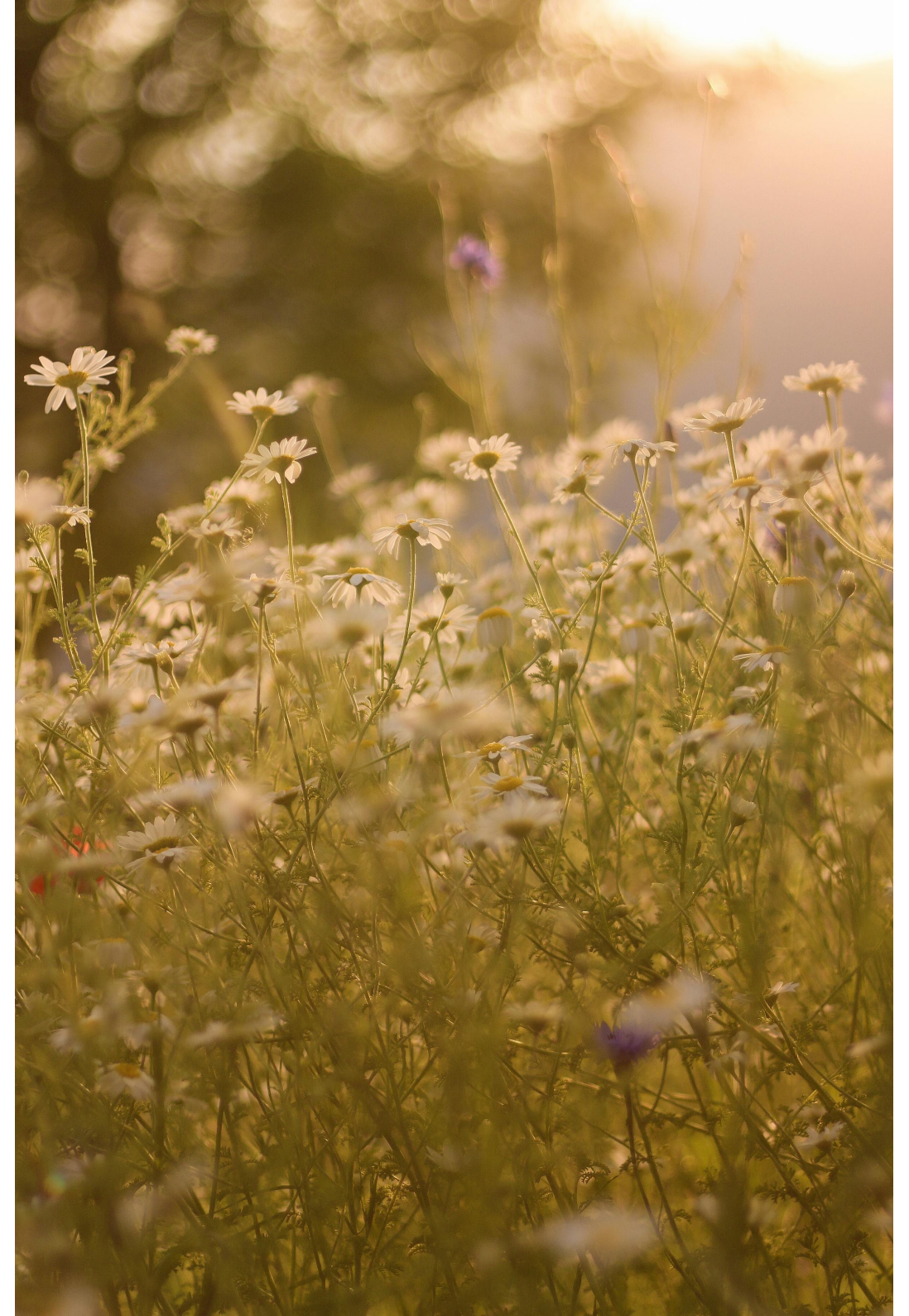
KEY VOICE TRAITS

APPROACHABLE & DOWN-TO-EARTH

Create an atmosphere of openness and break down the stigma often associated with medication management by normalizing seeking care. Ease readers' anxieties about taking medication for mental health by treating it as a routine part of self-care. Be friendly, relatable, and avoid overly clinical language.

Example:

Many people find that once they have the right treatment plan, taking medication for their mental health is simply a routine part of their self-care, just like brushing your teeth or taking a daily vitamin.



UNIQUE SELLING POINTS

HUMAN-CENTERED

We see you as a full person with a complex picture who knows your own needs better than anyone else—and we treat you as such. Every interaction is imbued with genuine care and willingness to help.

What this means to clients:

You'll be supported by every member of our team you come into contact with, and walk away from your experience feeling better for having done it.

COLLABORATIVE

Our knowledgeable staff take the time to lay out your options and fully explain the treatment process, letting you choose the course of action that makes the most sense for you.

What this means to clients:

You won't be pushed into something you don't feel comfortable with. By fully understanding your treatment plan, you'll feel more confident that you're doing what's best for you. You're not being sent off with a prescription without knowing why; you're empowered to be an agent of your own change.

RESPONSIVE

If clients call during business hours, a human answers the phone. Emails and voicemails are returned within 24 hours. Appointments take place within 1-2 weeks of scheduling.

What this means to clients:

When you're ready to start treatment, you shouldn't have to wait. Getting professional help sooner means you can start taking steps toward improving your life.

ACTIVE LISTENING

In a space where clients' concerns are often brushed off, we hear out their concerns and take their questions about medication seriously.

What this means to clients:

You'll feel validated knowing your experiences are acknowledged with empathy and understanding. You'll feel safer in your sessions knowing you have a real connection with your prescriber. And you'll be able to maintain a long-term relationship with a team that knows your story.

UNIQUE SELLING POINTS

FACE-TO-FACE INTERACTION

Inner Balance offers returning clients the option of virtual or in-person appointments, while many competitors offer only virtual. About half of our clients choose in-person sessions because they enjoy coming into the office. Our clinicians hold full-length appointments, spending as much time as necessary to allow clients to voice their concerns and get the answers they need.

What this means to clients:

You get a higher level of personalized attention that makes you feel supported through the ebbs and flows of your journey with medication management.

TRANSPARENT

We let clients know exactly what to expect during the treatment process. Our admin team checks insurance benefits during or after clients' initial call and sends them a list of what's covered and what they will pay, prior to their appointment.

What this means to clients:

You'll be supported in navigating insurance processes, and get clear communication about how treatment works, so you won't feel confused and overwhelmed.

COMFORTABLE

Our office is in a cozy old house, surrounded by trees, flowers, and deer, thoughtfully decorated and open to natural light.

What this means to clients:

You won't get lost or stressed out trying to find the office, and you'll enjoy your visits.

ORGANIZED

Our office is neat and we maintain a high level of internal communication between staff. Our admin team acts as an extra layer of support throughout the treatment experience: clients have one point of contact for all their questions, and everyone they speak to knows their treatment history.

What this means to clients:

You won't have to keep explaining yourself or jump through hoops that don't make sense. You'll never feel like one hand's not talking to the other, or like your needs are slipping through the cracks.



GENERAL NOTES

Always center the audience.

- Ask not, “What does this say about us?” but, “How does this help the reader?”
- Speak directly to the reader.
- Keep it simple.

Prioritize clarity over creativity.

- Write for scannability. Think of headers reading as a summary of the page.
- People reading information online want a lower cognitive load. Don’t give them too much to process.

Be concise wherever possible.

- Read drafts again to see where you can trim copy or tighten it up.

When in doubt, put yourself in the reader’s shoes—what’s most helpful to *them*?

