



A fuller practice. A stronger business.

A growth proposal for Allis Mental Health
Prepared for Ross

The business Ross wants to own

\$200,000+

USD ANNUAL PROFIT/OWNER INCOME

Consistent facility occupancy.
Less unused time.
A therapist who can eventually
join you in partnership.

Discovery maps available capacity, attended sessions, collected revenue and operating costs to assess the route to your goal.

Your stated ambition, not a forecast or guaranteed outcome. Profit/owner income includes your remuneration, rather than an additional \$200,000+ after a separate salary.

Growth around genuine openings

Available therapist hours and room use tell us where demand will help the practice most.

Capacity before campaigns

Map service, language and scheduling matches. Focus activity on the appointments the team can genuinely offer.

Adjust as the diary changes

Review appropriate inquiries through to first visits. Change the campaign or pause spend when availability tightens.

Suitable care and clinician working preferences come first. Full rooms alone do not establish profitability.

A new website with a clear next step

Help people understand the practice, explore approved therapist profiles and request an appointment with confidence.

**Clear service and language pathways.
Useful answers before an inquiry.
A secure request route and phone option.**

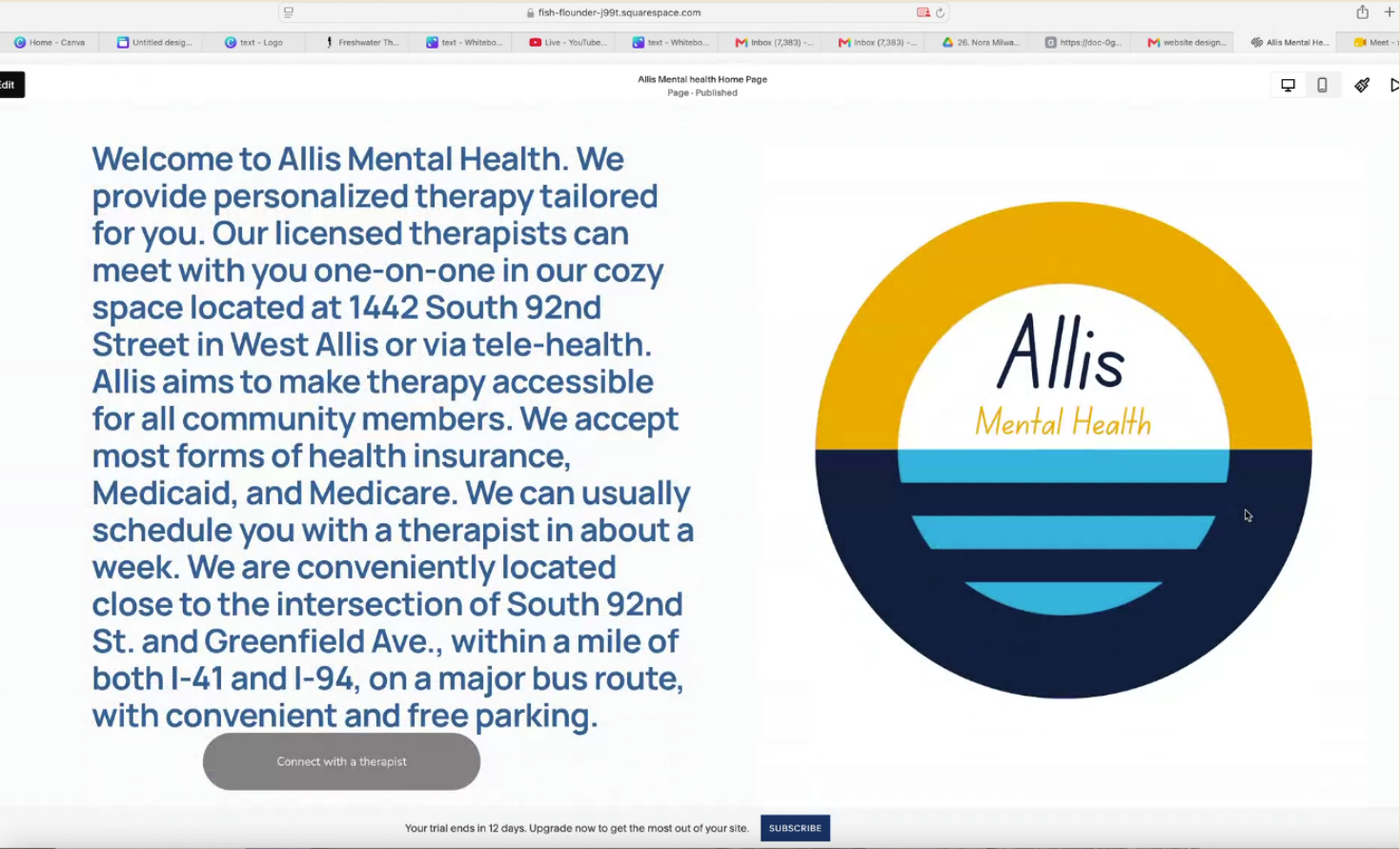


The supplied Allis site is a working preview. Every package includes a fresh production website on the practice-owned domain.

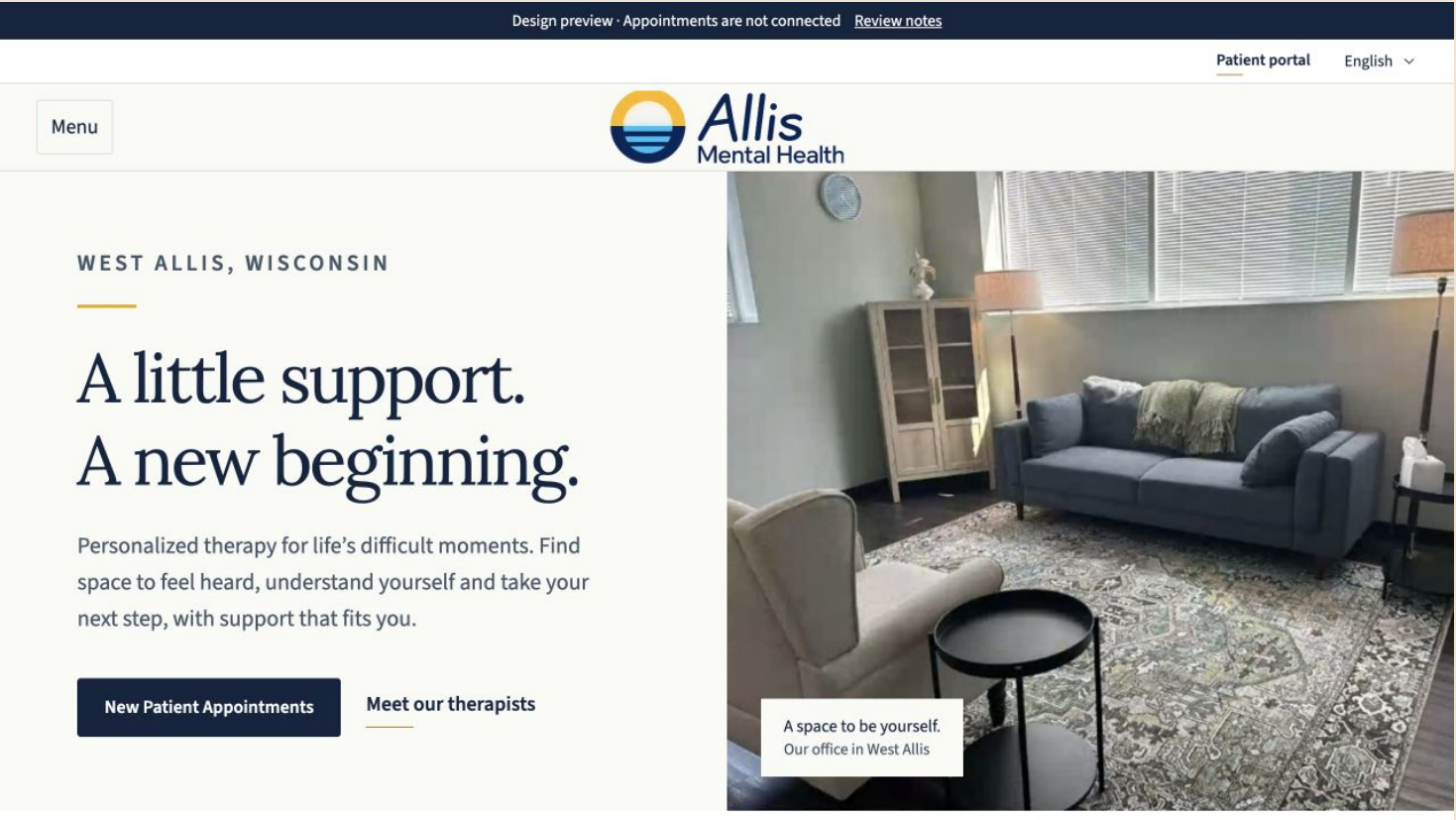
ROSS’S DRAFT AND THE PROPOSED DIRECTION

A useful foundation. A clearer journey.

ROSS’S UNPUBLISHED DRAFT



FLEET STREET’S DESIGN PREVIEW



Both references are pre-launch work. Insurer, availability and service claims require confirmation. This is a design comparison, not a results claim.

Four languages, considered properly

English
Spanish
French
Gujarati

Core pages and approved therapist profiles in all four languages, with indexable localized URLs and metadata.

The clinical team confirms wording, language matches and availability before launch. Existing translations are working drafts. Professional review and translation of new monthly content are separate costs.

Website language does not imply every therapist offers care in that language. Monthly content quantities are English originals.

A request should lead to a response

01 Request

An approved secure route captures relevant preferences.

02 Verify

Staff check benefits and provider fit.

03 Offer

The team contacts the person about available times.

04 Confirm

Scheduling follows the practice's approved process.

A clear response expectation. A visible phone option. Therapist choice preserved.

A request does not confirm an appointment. Open slots and automatic confirmation require explicit practice approval.

Local visibility that supports intake

Search and useful answers

Accurate practice facts, service pages and a maintained Google Business Profile. Clinically reviewed answers help people understand their options.

Content and referral routes

Staff introductions and useful articles explain the next step. Partner resources and referral support follow the selected tier.

Approved campaigns connect genuine openings with relevant pages and tested intake.

Search and AI discovery work supports clarity and discoverability. It does not guarantee rankings or inclusion in AI answers.

Content the team can actually use

A practical profile kit.

A clear script.

An agreed approval owner.

Each script includes the opening line, talking points, shots, length, caption and call to action.

Practice channels carry the work. Clinicians may choose to use approved versions on professional accounts.

Personal accounts are never required. The clinical lead reviews claims, credentials, privacy and availability.

A little clarity before the first conversation



A space to be yourself.



[Explore our practice →](#)



Your first step, explained.

01

Reach out.

02

Find your fit.

03

Meet your therapist.

An appointment request does not confirm a session.



A little support.
A new beginning.

Meet the people behind
Allis Mental Health.

[Explore our team](#)

One recognisable series. Useful every time.

HERO

Introduce the practice

A clear place to begin. Approved practice imagery and a simple introduction establish a familiar presence.

HUB

Give the team a recurring voice

One question worth asking. A participating clinician explains one useful question in their own approved words.

HELP

Make practical questions easier

Preparation guides and question carousels give each post a specific job and a relevant next step.

Illustrative plan for practice review. The content roles organise the agreed output; they do not add deliverables.

Two helpful reads for the first month

01 / PREPARING FOR A FIRST VISIT

Your first therapy appointment: a little preparation can help

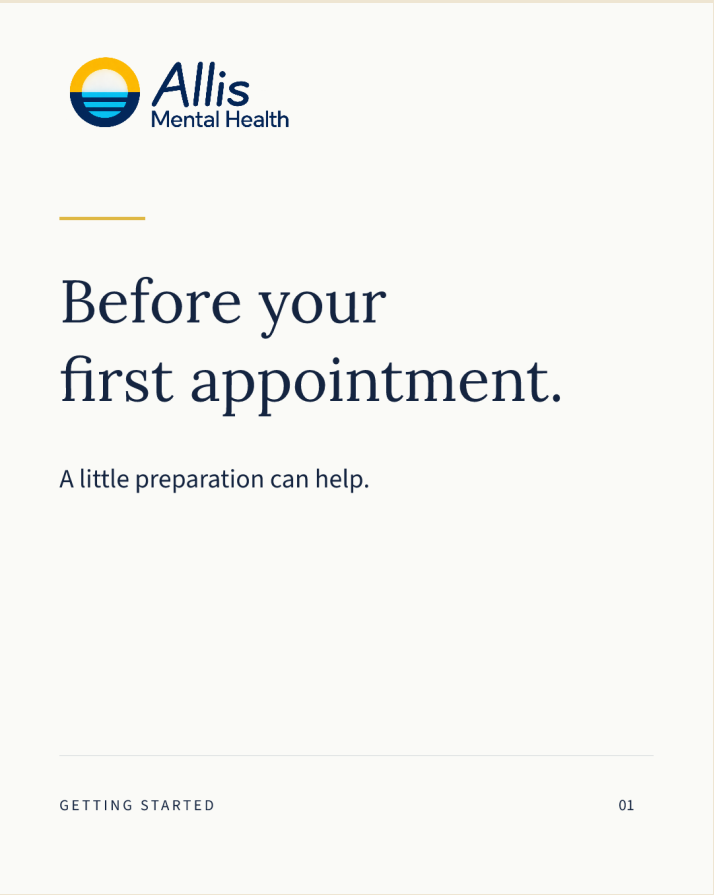
You do not need to arrive with a polished account of your life. A few notes and practical questions can give you somewhere to begin.

02 / CHOOSING A THERAPIST

Choosing a therapist: questions worth asking

A therapist profile is a starting point. A few questions can help you understand the person, their approach and the practical arrangements.

Four posts. A clear job for each.



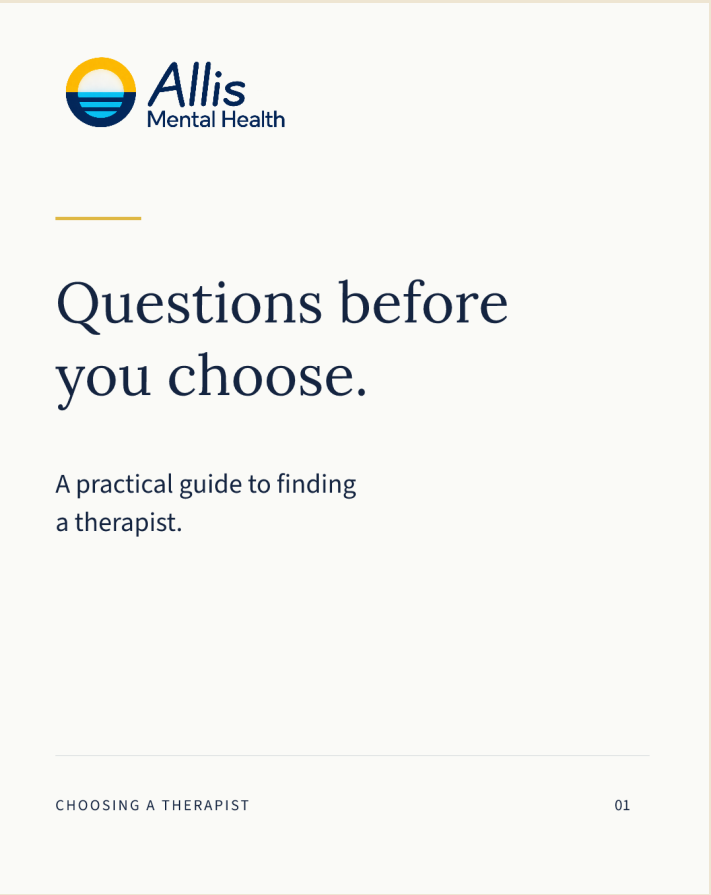
PREPARE



MEET THE PRACTICE



ASK A USEFUL QUESTION



SAVE THE QUESTIONS

Design previews for practice review. A carousel counts as one post. The Reel slot has a static fallback if production is not commissioned.

A steady first 90 days of content

Timing	Two article topics	Four related feed posts	Review focus
Month 1	First-visit preparation; questions when choosing a therapist	Preparation, practice introduction, clinician question, questions carousel	Clarity of the next step
Month 2	After an appointment inquiry; planning for in-person or online therapy	Inquiry process, staff answer, room detail, visit checklist	Practical arrangements and verified workflow
Month 3	Cost and insurance questions; goals and progress	Cost questions, staff answer, team introduction, practice introduction	Informed next steps and attended first visits

6 articles and 12 feed posts over three months. This uses the existing allowance of 2 articles and 4 posts per month.

A script someone can actually film

0-3 seconds	One question worth asking a therapist: how will we review progress?	Approved clinician. Series label.
3-12 seconds	You can ask how you will agree on goals, when you will check in on them, and how to raise concerns if something does not feel useful.	Steady shot. Open captions.
12-20 seconds	You do not need all the answers before you begin. The process is something you can ask about too.	Same speaker or empty-room detail.
20-25 seconds	Our guide has more questions to consider when choosing a therapist.	Allis end card. Approved guide link.

Sample script within the script allowance. Clinician participation and filming require approval. A finished video edit is not added to Optimal.

PAID CAMPAIGNS

Spend against real openings

\$500—\$1,500

MONTHLY MEDIA TEST RANGE

An initial planning range, not a spending commitment. Ross sets the budget and pays platforms directly.

Campaigns begin after the request route and staff response process pass testing.

We review qualified inquiries and first visits in aggregate, then adjust to therapist capacity.

Media spend is separate. No patient lists or sensitive health-based audiences. Tracking requires practice privacy review.

Relevant experience in mental health



BRAINBLISS

**Clear appointment access.
Provider profiles.
Care information.
First-visit resources and FAQs.**

thebrainbliss.com

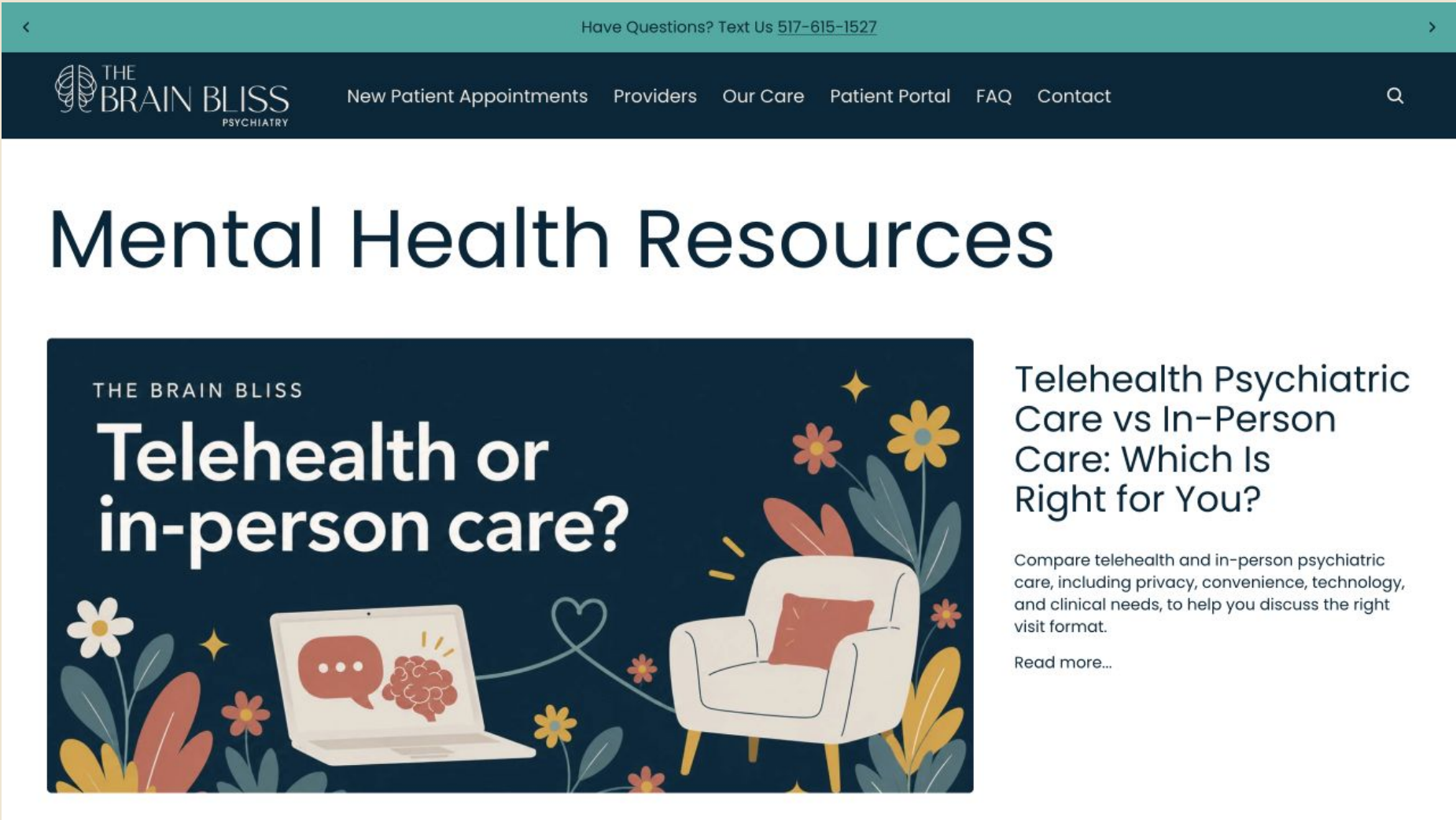
A website Fleet Street manages, supplied by Luke. This example demonstrates website experience, not a performance claim or endorsement.

Useful content beyond the homepage

A RESOURCE PEOPLE CAN RETURN TO

The blog answers practical questions about care in the same visual language as the website.

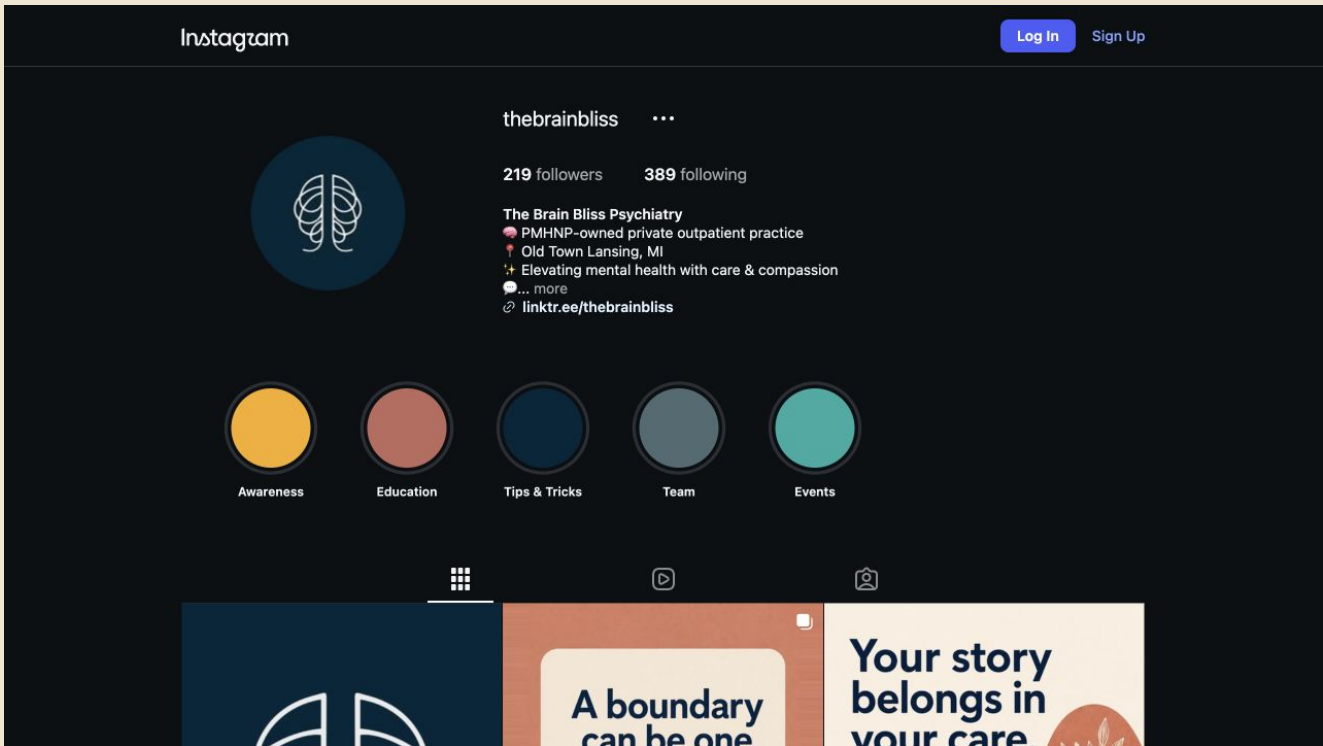
For Allis, clinically reviewed articles can explain the next step and give social posts a useful destination.



Existing BrainBliss website content shown as a reference. No traffic, lead or appointment results are claimed.

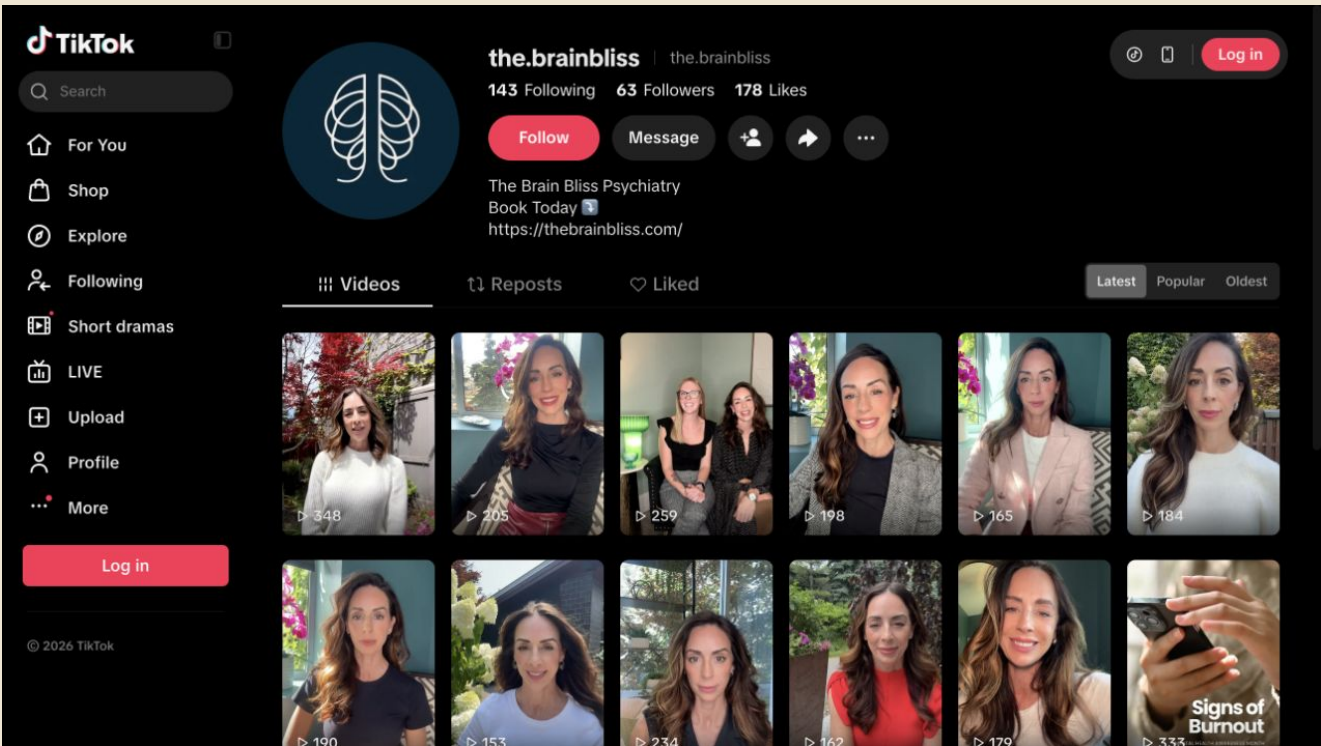
A connected presence across channels

INSTAGRAM / @THEBRAINBLISS



Education, tips and team highlights give the practice a recognisable presence beyond its website.

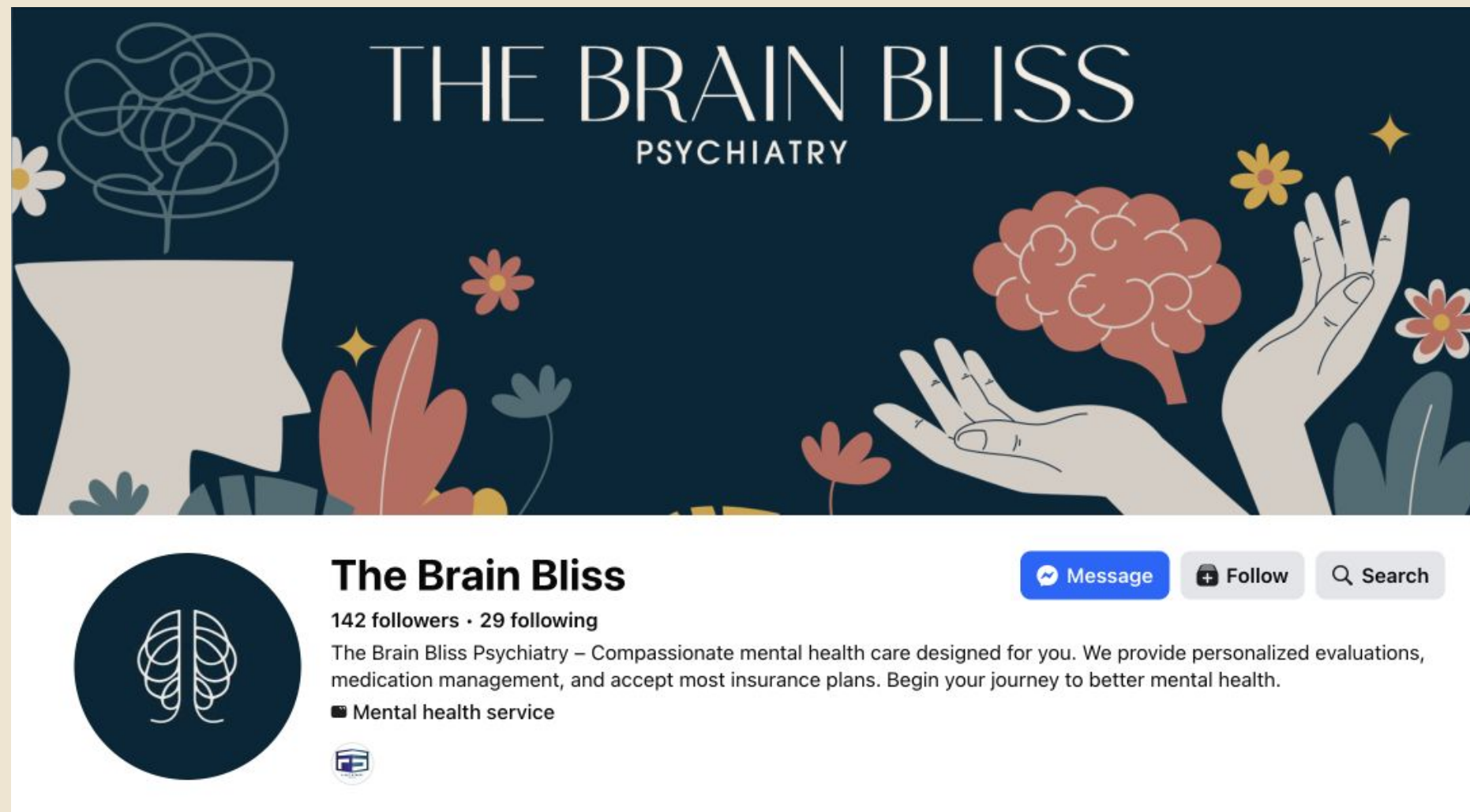
TIKTOK / @THE.BRAINBLISS



The TikTok profile links back to the website, connecting social discovery with practice information.

Existing channels linked from the BrainBliss website. Shown as brand references, without implying social management scope or performance results.

A recognisable practice across channels



A CONSISTENT FIRST IMPRESSION

The Facebook cover carries the website's identity into another place people may encounter the practice.

A familiar visual identity and a clear practice overview connect the channel with the wider brand.

Existing public Facebook profile shown as a brand reference. No claim of social management scope, engagement or appointment results.

Three levels of support

	Basic / Launch	Optimal / Grow	Full service / Lead
New website	\$3,000	\$5,500	\$9,000
Monthly service	\$750	\$1,750	\$3,750
Best fit	Reliable presence	Measured inquiry growth	Delegated marketing

90 days of management after launch, then monthly. Advertising spend and other third-party costs are separate.

THE STARTING POINT

Our recommendation: Optimal

\$5,500

ONE-TIME WEBSITE BUILD

\$1,750

PER MONTH AFTER LAUNCH

A stronger intake route, two focused landing pages, local content and a monthly inquiry-to-booking review.

Confirm affordability, capacity and operational ownership in discovery. Review the tier after 90 days live.

The first 90 days begin at launch

Weeks 1–2	Confirm facts, domain, rights and review owners. Map intake and establish the baseline.
Weeks 3–6	Build the new site and secure request route. Test content, mobile, links, privacy, analytics and indexing. Launch after sign-off.
First 30 days live	Start approved campaigns and content. Review inquiry quality, response time, scheduling friction and spend.
By day 90 live	Assess progress through attended first visits, cost and capacity. Reallocate or pause media around genuine openings.

Proposed sequence. Timing depends on access, content, clinical review and approvals.

The measures that matter

Demand and response

Qualified inquiries by source and service. Media spend and cost per qualified inquiry.

First response time, benefits-verification time and incomplete intake.

Appointments and capacity

Inquiry-to-offer and offer-to-first-visit rates.
No-shows and first available appointment by therapist.

Local search visibility, relevant organic visits and referral partner activity.

Aggregate reporting only. Patient-level information stays out of marketing dashboards.

A practice a future partner can help lead

A clearer marketing and intake process can support Ross's ambition to bring a therapist into partnership.

Visible responsibilities

Who approves content? Who answers inquiries? Who verifies benefits? Who owns the diary?

Repeatable work

Use the selected tier's workflows, scripts and reporting so responsibilities become easier to hand over.

Partnership structure, ownership terms, valuation, legal work and a wider management transition sit outside this proposal.

A clear next step for Allis

Choose the tier.

Confirm the clinical and intake leads.

Begin discovery.

Recommended: Optimal

\$5,500 for the new website + \$1,750 per month after launch

The scope, in detail

Workstream	Basic	Optimal	Full service
Fresh website	New production site; up to 6 core pages and approved therapist profiles in 4 languages; mobile and accessibility review	Basic plus deeper conversion copy, service and language pathways, 2 focused landing pages and enhanced FAQs	Optimal plus 4 further landing pages, richer content system and quarterly UX and conversion improvements
Inquiry capture	Click to call and secure request route; inquiry acknowledgement and staff notification	Guided request flow, provider preference, insurance verification handoff, response checklist and outcome tracking	Optimal plus capacity-aware routing, approved follow-up templates, referral inquiry pathway and monthly intake review

Monthly quantities begin after launch and refer to English originals. Full service includes 2 supplied-footage video edits in total.

The scope, in detail

Workstream	Basic	Optimal	Full service
SEO and local	Language-specific metadata and indexable URLs; sitemap, search setup and Google Business Profile cleanup	Basic plus local keyword map, internal links, service-page optimization and monthly profile updates	Optimal plus quarterly content clusters, citation cleanup and technical/content audits
GEO and AI discovery	Clear, consistent facts about team, location, services and FAQs for search and AI answers	Basic plus clinically reviewed answer pages and appropriate structured data	Optimal plus citation monitoring, deeper Q&A library and quarterly refresh

Monthly quantities begin after launch and refer to English originals. Full service includes 2 supplied-footage video edits in total.

The scope, in detail

Workstream	Basic	Optimal	Full service
Blog and social	1 clinically reviewed blog article and 2 posts per month for selected social channels	2 articles and 4 posts per month; quarterly partner resource; monthly editorial plan	4 articles and 8 posts per month; 2 short video edits from supplied footage; monthly editorial plan
Staff social identity	Practice-branded profile kit for up to 2 participating staff: bio, headshot guidance, banner and first-post template	Basic plus kits for up to 6 clinicians, individual focus and language notes, and matching practice visuals	Optimal plus onboarding kits for new hires, quarterly profile refresh and coordinated staff campaign themes

Monthly quantities begin after launch and refer to English originals. Full service includes 2 supplied-footage video edits in total.

The scope, in detail

Workstream	Basic	Optimal	Full service
Play by play scripts	2 launch scripts plus 1 new script per month, with spoken lines, shots, caption and CTA	6 launch scripts plus 2 new scripts per month, adapted to each clinician and available services	12 launch scripts plus 4 new scripts per month, filming direction and edits of 2 supplied-footage videos
Lead generation	Site and Google profile calls to action; inquiry-source summary	Referral partner page and outreach kit; monthly inquiry-to-booking review	Monthly school and community referral support and approved outreach materials

Monthly quantities begin after launch and refer to English originals. Full service includes 2 supplied-footage video edits in total.

The scope, in detail

Workstream	Basic	Optimal	Full service
Ad management	Set up and manage 1 local search campaign; monthly budget and search-term review	Up to 2 approved campaigns, landing-page alignment, weekly checks and monthly creative test	Up to 4 approved campaigns across suitable channels, weekly optimization, creative testing and budget allocation
Management	Minor site fixes, one 30-minute call per month	Monthly strategy call, reporting and 2 hours of site iteration	Biweekly working calls, monthly reporting, 5 hours of site iteration and campaign coordination

Monthly quantities begin after launch and refer to English originals. Full service includes 2 supplied-footage video edits in total.

Commercial terms and exclusions

What the fees cover

The website is a separate one-time project in every tier, starting at \$3,000.

Monthly management starts after launch. The term is 90 days after launch, then monthly. Ad management follows the chosen tier.

What Allis pays separately

Advertising spend, hosting, domain, EHR or form subscriptions, professional translation, photography and travel.

The \$500–\$1,500 media test range is a planning assumption, not committed spend.

Clear ownership before launch

Allis owns practice decisions

Ross or a coordinator owns response, benefits verification and scheduling. A clinical lead approves claims, profiles, translations, scripts and posts.

Confirm roster, credentials, insurers, age ranges, languages, contact details, fees, portal, availability and appointment process.

Staff participation is voluntary. Patient stories require separate review and authorization. Advertising pixels stay away from inquiry and portal flows unless separately assessed.

Fleet Street owns the agreed workflow

Website, content and marketing work follows the selected tier. Confirm rights to photography, copy and articles carried forward.

Use approved secure request systems. Review vendors and agreements. Keep clinical details out of ordinary email and marketing tools.

Sources and proposal status

01 Supplied Allis Mental Health Three Tier Growth Proposal

Scope, fees, recommendation, timeline and approval requirements. Dated 24 September 2026.

02 Ross's ambition, as relayed by Luke

USD \$200,000+ annual profit/owner income, better facility use and a possible therapist partner. Ross has an unpublished Squarespace draft.

03 Fleet Street and Allis brand references

fleetstreetmedia.com and allis.fleetstreetmedia.com/?lang=en

The Allis website is a working preview. Social examples are proposed creative. No baseline profitability, utilization, achieved campaign results or clinical outcomes are asserted.