



NEW
LEAF

COUNSELING GROUP, LLC

MARKETING PLAN

SEMP Limited

MARKET ANALYSIS

The primary focus of the organization is twofold, to increase client bookings and to institute public relations marketing which will establish Logan Cohen as an expert in a niche. Although there are several other objectives, such as general awareness and increasing networks, actively marketing to increase the amount of people who are gaining awareness of the organization moves the needle on these other goals.

This analysis documents an overview of the industry that New Leaf participates in. We will then narrow this sector down to who the ideal client for the company is, based on this research, our discussions and the company's goals. We will then define the target market. A detailed description and sizing of the target market will help us all understand the intrinsic value in becoming a client. This can be quantified by the number of potential clients multiplied by the probability that they will participate.

In defining the target market, we have identified key elements such as geographic location, demographics, client characteristics, your target market's needs and how these needs are being met currently. If there are any direct competitors, we will compare them to your offerings. This report also includes a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis to better assess your business' position against the competition. You may want to recreate this analysis frequently, as this will be a living document, and frankly, my objectivity will be outweighed by your intrinsic knowledge of this landscape.

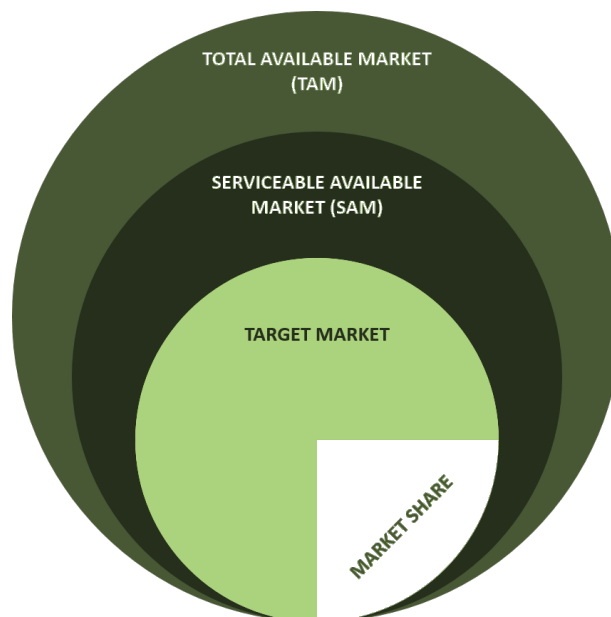
COMPETITOR SEGMENTATION

We will begin with the broader overview of the market. New Leaf has filed Articles of Incorporation under a PLLC designation with the NC Secretary of State. Within North Carolina, there are 4,660 PLLCs, but only 827 businesses providing counseling services in Charlotte, NC according to PsychologyToday.com.

- **Category:** Counseling Services
- **Subcategory:** Individual, Relationship and Family Therapy
- **Characteristics:** There are a great deal of counseling service providers, but many seem to rely on services like Psychology Today, HealthGrades or WebMD for clients. Although there are a fraction who have a web presence, only a handful are attractive and even less make the signup process easy from a desktop or a mobile device. New Leaf will also benefit from expert establishment.
- **Implications:** Given the dual nature of New Leaf's marketing approach, the areas of differentiation between New Leaf and other counseling groups can be a unique selling point to potential clients.
- **Stability:** Becoming the penultimate go-to for counseling and expert opinions concurrently means that others who try to build a PR-focused approach will have an uphill battle.

MARKET SEGMENTATION

Here, we will define the main market segments for potential clients, as well as the one or two that you should be targeting. We will begin with the Total Available Market (TAM) that you plan to compete for. This includes all types of people that have an interest in counseling services or who may want to book Logan for media appearances. The Serviceable Available Market (SAM), is the subset of the TAM that New Leaf can reasonably market to effectively. Within the last group, is your Target Market which is a segment defined as a more specific group of people. Since New Leaf is an established business, we can begin to use your current experience to assess what percentage of the target market is already being won. This percentage is defined as the market share. As capabilities expand, the organization can work to increase market share. Keep in mind that, although you may receive donations from your TAM, it's best to keep your marketing focus within the realm of your Target Market.



- **Total Available Market (TAM):** This would include anyone in the Charlotte, NC area who has the ability to travel.
- **Serviceable Available Market (SAM):** This would include anyone who is in the Charlotte, NC area and is also looking for counseling services.
- **Market Segments:** We will identify this person as an English-speaking, professional between the ages of 27 and 45 with an annual household income bracket that exceeds \$60,000.
- **Target Market:** Persons who are actively seeking counseling services within this Market Segment. Primarily because persons fitting these demographics may have the means, as well as the desire, to become regular clients. Your marketing will speak to this person, but will not be preclusive to all.