



# CONTENT STRATEGY

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# SUMMARY



The focus of this content strategy proposal is to assess the current state of **written content** appearing directly on the When Love Works website, and provide **recommendations for revision** to the pages a new user relies on most when they are considering investing in these kind of services.

Research during baseline usability testing provided us with a platform to make observations and draw insights about how users felt about naming conventions, terminology, descriptions, phrases and categorical organization of content.

Content that most heavily impacted the goals of the business ( increasing traffic and engagement) relative to the needs of the user (finding out more about these services) were prioritized for review, research, and revision, including the various **services offered and bios** of the **founders**. A proposal for how to incorporate the **new user consultation** was also considered during the design phase specific to **onboarding**.

**We strongly believe that both the business and the users will benefit greatly from a revised content strategy that focuses on simplified, jargon-free language and high-level descriptions.**



# Baseline Testing - Current Website

# BASELINE TESTING: Insights

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- Users **struggle** to find basic information on coaching, events, and services available to them
- Users are **confused** about what the **purpose of each Toolbox** programs are, particularly understanding if there is a difference between HIS, HERS & Dating, or Dating & Couples.
- Users are confused by **complicated** descriptions full of **insider terms** and phrases
- Users find naming conventions **outdated** and are **not sure** that this brand is **inclusive**
- Users aren't sure what **channels** are available for coaching services
- Users think the **intake form is ambiguous** and has too many questions.
- Users are **uncomfortable paying** for a consultation at this point when they don't understand what they are getting and haven't yet spoken with a coach

# BASELINE TESTING: Recommendations

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Update Bio to reflect credibility and industry expertise

Choose clear product categories & names that associate directly to the services available; use them consistently across the site

Establish clear text hierarchy (heading levels)

Keep all content concise and jargon-free (remove uncommon / “insider” language)

Communicate the value of an Intro Session: create a new intake form and request payment after speaking with the prospect and once the session is scheduled

Remove all outdated or unprofessional photo & video until replacements are ready

Remove HER toolbox self-study option until this option is available for both the HIS & HERS curriculum



BIOS - Current & Revised

# BIO - Revised

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Based in New York City, husband-and-wife team Cullen & Elitia Mattox founded When Love Works in response to a disheartening and persistent need in their immediate community for relationship support. Wishing this kind of support had existed when they were both finding their own way (and finding each other), they were inspired to create an online coaching platform dedicated to disrupting the status quo of unhealthy relationships of all kinds.

With backgrounds in psychology and education, Cullen & Elitia created a curriculum that encourages clients to go within and self-reflect, removing obstacles and engaging in transformative work that enables them to thrive at optimal levels in personal, romantic, and professional relationships. They believe the tools to building and maintaining successful, healthy relationships are accessible to anyone willing to do the work.

Since 2013, they have helped more than 1,000 clients across the United States save time, energy, and resources as they navigate growth and development in their own relationship journeys.

# BIOS - Original

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**Elitia Mattox** [CEO & Relationship Coach](#)

Over 20 years in education development and training. Responsible for content development, facilitation and coaching.

**Cullen Mattox** [Creative Director and Lead Coach](#)

Over 20 years as a creative. Responsible for content development, facilitation and coaching. Also responsible for structure and creative implementation of the WLW methodology

**Shakiyla Newland** [Social Media Manager](#)

Over 2 years as a Social Media Manager and Designer. Responsible for creating and curating relevant content topics to reach the company's target customers.



## SERVICE DESCRIPTIONS - Current & Revised

# HER / HIS Toolbox - Original



If you're a **Woman** who is ready to: Get tools to maintain health in every area of your life and in all your relationships;

Practice strategies that build health in your family, workplace and friend group,

**Walk in your inherent Love Leadership power to transform challenges**

Then Join **HER Toolbox** for the tools to Show Up in Authentically in every area of your life.

## You will:

1-**Peel away "the layers"** to remain open and engage authentically.

**Practice Tongue Transformations**

2-Practice **Accountability during challenges.** Allow relationships to build and grow organically

3-Update your relationship profile. Learn how to hold space for people to learn to love you.

4-Use your POWER Tools to **create Relationships that impact the world.**

If you're ready to: **Get the respect and the love you deserve**

Use tools to maintain health in every area of your life and in all your relationships;

Practice strategies that build health in your family, workplace and friend group,

**Walk in your inherent Power to transform challenges**

Then Join **HIS Toolbox** for the tools to Show Up in Authentically in every area of your life.

## You will:

Be You: **Build your Valuation** for open and authentic engagement

Be Accountable: **Allow the boundaries you set to maintain your relationships**

**Build the Table: Update your transformation profile. Learn how to hold space for your lifestyle.**

**Be at Home: Consistently** use your POWER Tools to impact the world

# HER Toolbox- Revised

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Lead by Coach Elitia, this transformative workshop is designed for women who want to build and sustain healthy relationships at home, at work, and in their communities. Share your experiences as you learn new strategies and tools in a supportive, growth-oriented environment dedicated to your personal growth and relationship success.

## Learn the strategies and tools you need to:

- Evaluate habits and mindsets that are no longer serving you
- Develop an awareness of your unique strengths and value so you can start showing up authentically in your relationships
- Make space to accept others for who they are
- Overcome obstacles so you can shift your relationships from dysfunction to health
- Feel comfortable and confident as you build new relationships
- Practice accountability as you make changes to your internal “operating system”
- See and feel the positive impact of your work on the world around you

*This online group workshop includes four 1-hour sessions, and meets once a week for 4 consecutive weeks.*

*You will be required to complete pre-work before the first session, and dedicate time to practice tasks between weekly sessions.*

*Participation in any of our Toolbox Workshops entitles you to **unlimited e-mail support between sessions.***

**Upcoming HER Toolbox Workshop: Mondays - 3/9, 3/16, 3/23, 3/30 8pm-9pm EST**

**Cost:** \$247 per person

# HIS Toolbox- Revised

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Lead by Coach Cullen, this transformative workshop is designed for men who want to build and sustain healthy relationships at home, at work, and in their communities. Share your experiences as you learn new strategies and tools in a supportive, growth-oriented environment dedicated to your personal growth and relationship success.

## Learn the strategies and tools you need to:

- Evaluate habits and mindsets that are no longer serving you
- Develop an awareness of your unique strengths and value so you can start showing up authentically in your relationships
- Make space to accept others for who they are
- Overcome obstacles so you can shift your relationships from dysfunction to health
- Feel comfortable and confident as you build new relationships
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*This online group workshop includes four 1-hour sessions, and meets once a week for 4 consecutive weeks.*

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*Participation in any of our Toolbox Workshops entitles you to **unlimited e-mail support between sessions.***

**Upcoming HIS Toolbox Workshop: Wednesdays - 3/11, 3/18, 3/25, 4/1 8pm-9pm EST**

**Cost:** \$247 per person

# Dating & Couples Toolbox - Original



## DATING Toolbox - ORIGINAL

If you are Ready to:

Experience success in dating

Get a one-stop resource to stop wasting time with the wrong people & to Process your relationship fears

End cycles of disappointment in mediocre relationships

Then Join **Dating Toolbox: Conscious Relationships** for the tools to Have Fun while you navigate dating.

**You will:**

1-Get out of Your Way: Sidestep 3 dating addictions

2-Get Quality not Quantity: Connect with ideal partners

3-Be Conscious and Navigate Bad Behavior: Refine your lens

4-Choose Wisely because you don't get your time, energy and resources back

## COUPLES Toolbox - ORIGINAL

If you are Ready to:

Experience the joys of free-flowing communication

Process conflict quickly to get back to loving on one another

End unhealthy cycles of mediocrity to live full out

Then Join

**Couples Toolbox: Conscious Relationships** for the tools to Stay Connected throughout your journey together.

**You will:**

1-Communicate despite hurt and get out of your way

2-Quickly Navigate conflict around your triggers, truths, sabotage and dysfunction using the Civil Rights model

3-Co-create Gratitude moments and practice nurturing the Team

4-Allow Grace to lead the growth and companionship process

# Dating & Couples Toolbox - Revised



## DATING Toolbox Workshop - REVISED

Lead together by Cullen & Elitia, this workshop is designed as a resource for singles who want to stop wasting their time and energy dating the “wrong” people. Learn how to avoid common dating “addictions”, refine your lens and consciously connect with ideal partners. This workshop is best suited for individuals who are not currently in a relationship, and is open to all gender identities and sexual orientations.

*This online group workshop includes four 1-hour sessions, and meets once a week for 4 consecutive weeks.*

*You will be required to complete pre-work before the first session, and dedicate time to practice tasks between weekly sessions.*

*Participation in any of our Toolbox Workshops entitles you to **unlimited e-mail support between sessions.***

**Upcoming Dating Toolbox Workshop:** Tuesdays - 3/10, 3/17, 3/24, 3/31 8pm-9pm EST

**Cost:** \$287 per person

## COUPLES Toolbox Workshop - REVISED

Lead jointly by Cullen & Elitia, this workshop is designed as a resource for couples at all stages of their relationship who want to develop strategies and tools for healthy communication, conflict and companionship. Learn how to honestly assess your partnership so you can grow, stay connected, and enjoy the journey - together. This workshop is best suited for couples who are exclusively dating, engaged, or married, and is open to all gender identities and sexual orientations.

*This online group workshop includes four 1-hour sessions, and meets once a week for 4 consecutive weeks.*

*You will be required to complete pre-work before the first session, and dedicate time to practice tasks between weekly sessions.*

*Participation in any of our Toolbox Workshops entitles you to **unlimited e-mail support between sessions.***

**Upcoming Couples Toolbox Workshop:** Tuesdays - 3/10, 3/17, 3/24, 3/31 930pm-1030pm

**Cost:** \$487 per couple

# 1:1 & 2:1 Coaching Sessions - Revised



## 1:1 COACHING SESSIONS

Work with Elitia or Cullen in a one-on-one environment dedicated to helping you discover, understand, and take action overcoming your own unique roadblocks in any type of relationship - personal, romantic, or professional. Identify areas of growth and take away a customized toolkit of strategies designed to help you build healthy relationships of all kinds.

1:1 Coaching Sessions are available in packages of 4 or 8 1-hour sessions, and include unlimited email/text support between sessions. You will be required to complete pre-work before the first session, and dedicate time to practice tasks between weekly sessions.

Sessions are available via phone or online video. NYC residents may also schedule sessions in-person at our 1900 Lexington Avenue office.

**Cost:** Prices start at \$250/session

## 2:2 COACHING SESSIONS

Work as a couple, with a couple! 2:2 Coaching is a unique way for you and your partner to learn strategies and tools to navigate, grow, and succeed in your relationship as you collaborate directly with a couple who has truly been there.

2:2 Coaching Sessions are available in packages of 4 or 8 1-hour sessions, and include unlimited email/text support between sessions. You will be required to complete pre-work before the first session, and dedicate time to practice tasks between weekly sessions.

Sessions are available via phone or online video. NYC residents may also schedule sessions in-person at our 1900 Lexington Avenue office.

**Cost:** Prices start at \$250/session



Consultation - Revised

# Intro Session (*Consultation*) - Revised

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## **The When Love Works Intro Session**

The first step in your coaching journey, an Intro Session is a one-time 1:1 or 2:2 coaching session at a special \$79 price that serves as an introduction to our process, and what you can expect from our work together.

Spend 45-60 minutes sharing your current challenges, asking questions, and getting feedback in a judgement-free space before you commit to a coaching package.

[Link to New When Love Works Intake Form](#)



## Content Strategy: Next Steps

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- Create **new registration / payment portals** that match the new site's functionality and structure by reducing content to a simple 1-page registration without a scroll
- HIS / HER Toolboxes: Review **naming conventions** and consider widening your market to be more inclusive of gender identities (so WLW can benefit more people!)
- "TOOLBOX": consider using and testing new names for this product as many users did not understand the terminology during testing
- Develop and strategize **new and supplemental content** for the website, including:
  - **leveled** Toolbox Workshops ("Foundation" and "Advanced")
  - **Experiences / Retreats**
  - **FAQ, Workbooks & Guides content** for footer links
- Schedule regular **6-Month check-ups** to assess and update "Content Health"