

A proposal for Medical Life Care Solutions

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Attorneys judge you before they call you.

ATTORNEYS EVALUATING LIFE CARE PLANNING NEED TO UNDERSTAND NOT JUST WHAT THE SERVICE IS, BUT WHY THE PLAN HOLDS UP UNDER CHALLENGE. THIS PROPOSAL SETS OUT WHAT WE WOULD RUN FOR YOU, LINKEDIN FIRST, HOW IT WORKS WEEK TO WEEK, WHAT WE MEASURE, AND WHAT IT COSTS.



HazelPiper
Creative

We build executive brands, produce the conferences that define them, and design the operating systems, including AI, that keep both running.

What we do

Order Creates Freedom.

MOST ORGANIZATIONS DO NOT HAVE A MARKETING PROBLEM. THEY HAVE A STRUCTURE PROBLEM.

THREE PRACTICES, NONE OF THEM AN ADD-ON TO THE OTHERS. BEAUTIFUL ENOUGH TO EARN ATTENTION. STRUCTURED ENOUGH TO KEEP IT.

Brand Development

Positioning, naming, voice, and visual identity, built as a durable system rather than a logo.

AI Systems & Operations

The infrastructure a modern brand runs on. AI-assisted workflows, outbound and CRM automation, editorial systems, and documented SOPs.

Executive Events

Original event formats, run of show, and the pre, on-site, and post content that turns a single day into lasting authority.

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WHY THIS MATTERS

ATTORNEYS EVALUATING LIFE CARE PLANNING DECIDE WHETHER A FIRM IS CREDIBLE LONG BEFORE THEY MAKE CONTACT, AND THEY DO IT USING WHATEVER THEY CAN FIND.

73 PERCENT OF DECISION MAKERS SAY THOUGHT LEADERSHIP IS A MORE TRUSTWORTHY BASIS FOR JUDGING A FIRM THAN ITS MARKETING MATERIALS. ON LINKEDIN, NATIVE DOCUMENTS AVERAGE 7.0 PERCENT ENGAGEMENT AGAINST 4.5 PERCENT FOR TEXT ALONE, ACROSS 1.3 MILLION POSTS.

SOURCES: 2024 EDELMAN AND LINKEDIN B2B THOUGHT LEADERSHIP IMPACT REPORT. SOCIALINSIDER, 2026 LINKEDIN BENCHMARKS.

FOR A BUYER WHOSE WHOLE DISCIPLINE IS TESTING OTHER PEOPLE'S REASONING, THAT IS NOT A VANITY EXERCISE. IT IS THE ONLY PLACE THEY CAN SEE HOW YOU THINK BEFORE THEY RISK A CASE ON IT.

They will look you up before they ever call you.

HOW IT WORKS

Two things come from you. Everything else comes from us.



WHAT YOU PROVIDE

TALKING POINTS, MEANING WHAT IS HAPPENING AND WHAT YOU WANT KNOWN THIS MONTH. BULLET POINTS ARE FINE. CONFIRMATION OF CLAIMS, CREDENTIALS AND ANY RESTRICTED TOPICS. ONE APPROVAL PER BATCH, ON A DATE WE SET TOGETHER. THAT IS THE ENTIRE ASK.

WHAT WE DELIVER

WE TURN YOUR TALKING POINTS INTO A MONTH OF WRITING WITH A THEME, AN OBJECTIVE, AND A REASON EACH POST EXISTS. EVERY DRAFT CARRIES SOURCE NOTES AND A CLAIMS REGISTER MAPPING EACH FACTUAL STATEMENT BACK TO WHERE IT CAME FROM. WE CHASE YOU IF THE APPROVAL IS LATE, BECAUSE THAT IS OUR JOB AND NOT YOURS.

WHAT YOU NEVER DO

YOU NEVER WRITE A CAPTION, BUILD A GRAPHIC, OR WONDER WHETHER A CLAIM CAN BE SUPPORTED. YOU NEVER HEAR "WE NEED CONTENT BY FRIDAY."

The rhythm

START OF THE MONTH. YOU GET A ROUGH LOOK AT THE WHOLE MONTH, SO NOTHING IS A SURPRISE.

EVERY WEDNESDAY. NEXT WEEK'S POSTS LAND FOR YOUR APPROVAL. NOTHING GOES LIVE WITHOUT YOUR YES.

EVERY WEEK. THREE POSTS PUBLISH IN YOUR APPROVED VOICE, LINKEDIN FIRST AND ADAPTED TO A SECOND CHANNEL.

EVERY MONTH. A THIRTY MINUTE STRATEGY CALL AND A WRITTEN REPORT ON WHAT MOVED AND WHAT CHANGES NEXT.

EVERY BATCH. COPY, GRAPHICS, SOURCE NOTES AND THE CLAIMS REGISTER ARRIVE TOGETHER, SO REVIEW IS FAST AND INFORMED.

*One approval a week. That
is the only recurring thing
we need from you.*

SAMPLE POST, ONE OF TWO

A LIFE CARE PLAN IS NOT PERSUASIVE BECAUSE IT IS LONG.

IT IS PERSUASIVE BECAUSE EVERY RECOMMENDATION HAS A REASON TO BE THERE.

*FUTURE CARE NEEDS TO CONNECT BACK TO THE RECORD, CLINICAL JUDGMENT,
MEDICAL NECESSITY, AND A COST BASIS THAT CAN BE EXPLAINED UNDER SCRUTINY.*

*WHEN A PLAN GETS CHALLENGED, THE WEAK POINTS ARE USUALLY NOT HIDDEN IN THE
PAGE COUNT. THEY SHOW UP IN THE ASSUMPTIONS.*

*WHO SUPPORTED THIS RECOMMENDATION? WHERE DOES IT APPEAR IN THE MEDICAL
RECORD? IS IT WITHIN THE RIGHT PROFESSIONAL SCOPE? IS THE COST SUPPORT CLEAR?*

*FOR ATTORNEYS HANDLING SERIOUS INJURY CASES, THE LIFE CARE PLAN IS NOT JUST A
DAMAGES DOCUMENT.*

A CLINICAL BRIDGE IS STILL A LEGAL BRIDGE. IT HAS TO BE BUILT LIKE ONE.



Defensibility under scrutiny. This one runs first.

SAMPLE POST, TWO OF TWO

IN CATASTROPHIC INJURY LITIGATION, FUTURE CARE CAN BECOME ONE OF THE HARDEST PARTS OF THE CASE TO EXPLAIN.

THE ATTORNEY NEEDS MORE THAN A LIST OF SERVICES AND COSTS. THEY NEED A PLAN THAT ORGANIZES FUTURE MEDICAL NEEDS IN A WAY THAT IS CLINICALLY GROUNDED, UNDERSTANDABLE, AND READY FOR SERIOUS REVIEW.

THAT MEANS LOOKING AT THE RECORD CAREFULLY. SEPARATING WHAT IS KNOWN FROM WHAT NEEDS CLINICAL SUPPORT. DOCUMENTING ASSUMPTIONS. KEEPING RECOMMENDATIONS TIED TO MEDICAL NECESSITY.

A STRONG LIFE CARE PLAN HELPS A LAW FIRM EXPLAIN FUTURE CARE WITHOUT OVERSTATING IT. THAT BALANCE MATTERS.

ESPECIALLY WHEN THE PLAN HAS TO HOLD UP BEYOND THE FIRST READ.



Credibility first. usefulness second.

WHAT WE MEASURE

You should never have to wonder whether it is working.

FOUR THINGS, REPORTED EVERY MONTH:

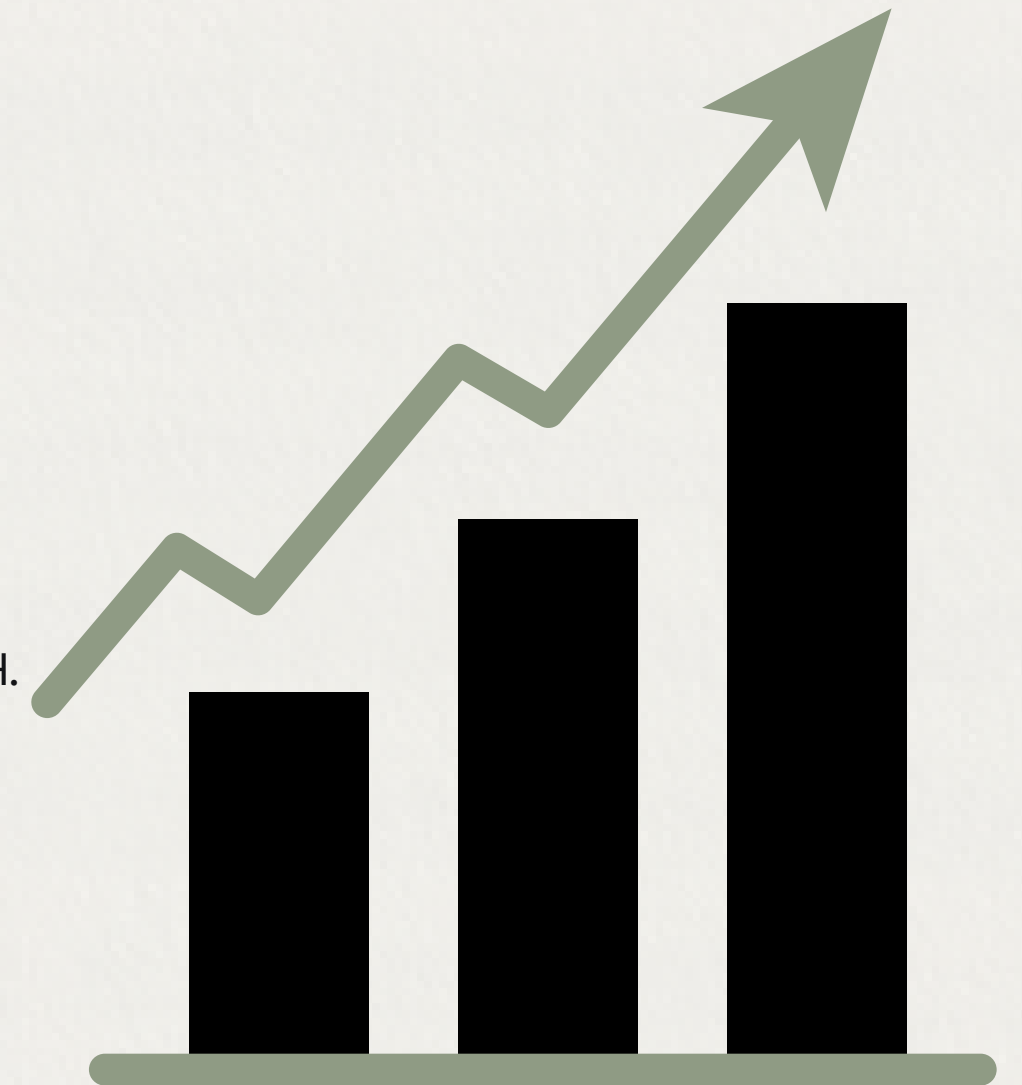
POSTS DELIVERED. WHAT WAS PROMISED. THE CADENCE EITHER HELD OR IT DID NOT, AND THE REPORT SAYS WHICH.

REACH. HOW MANY PEOPLE ACTUALLY SAW THE WORK.

ENGAGEMENT RATE. MEASURED AGAINST PUBLISHED DATA FOR YOUR SECTOR, NOT JUST AGAINST LAST MONTH. A NUMBER THAT ONLY MOVES AGAINST ITSELF DOES NOT TELL YOU WHETHER IT IS GOOD.

ACTIONS TAKEN. PROFILE VISITS, LINK CLICKS, AND THE INBOUND YOU CAN TRACE BACK TO A POST.

IF A METRIC WENT UP AND IT DID NOT MATTER, WE SAY SO. IF SOMETHING IS NOT WORKING, YOU HEAR IT FROM US BEFORE YOU NOTICE IT YOURSELF.



WE CANNOT SEE YOUR SALES PIPELINE, SO WE DO NOT REPORT CUSTOMERS ADDED AS IF WE CAUSED THEM. WHEN A DEAL TRACES BACK TO A POST, WE SHOW YOU THE TRAIL. OTHERWISE WE DO NOT TAKE THE CREDIT.

BRAND WORLD

EVERY MLCS ASSET LIVES INSIDE THE SAME FOUR ENVIRONMENTS: THE EVIDENCE ROOM, THE ANALYSIS LAB, THE TRACEABILITY SYSTEM, AND THE ATTORNEY DESK.

BRAND COLORS: FOUNDATION NAVY, PRECISION INK, CLINICAL WHITE, SIGNAL BLUE, CLINICAL TEAL, METHOD GOLD.

LITIGATION TEAMS ALREADY THINK IN CASE FILES, EVIDENCE LOGS AND CHAINS OF CUSTODY. THIS VISUAL LANGUAGE SPEAKS THAT FLUENCY BEFORE A SINGLE WORD IS READ.

EVERY FRAME MAKES MLCS'S OWN DISCIPLINE VISIBLE: ORGANIZED, SOURCED, AND BUILT TO BE FOLLOWED UNDER SCRUTINY. THE SAME STANDARD MLCS HOLDS EVERY LIFE CARE PLAN TO.



Built for scrutiny.

The investment

FOUNDATION

\$950

per month

THREE POSTS A WEEK, ADAPTED TO A
SECOND CHANNEL.

GROWTH

\$1,520

per month

FOUNDATION PLUS MANAGED
OUTBOUND AND CRM DISCIPLINE.

STRATEGIC PARTNER

\$2,280

per month

CAMPAIGN ARCHITECTURE, BRAND
GOVERNANCE, QUARTERLY PLANNING.

RECOMMENDED FOR MEDICAL LIFE CARE SOLUTIONS: FOUNDATION, \$950 A MONTH, WITH THE BRAND SYSTEM BUILD INCLUDED AT NO ONBOARDING CHARGE. THREE MONTH INITIAL TERM, BILLED MONTHLY, THEN IT RENEWS MONTH TO MONTH AUTOMATICALLY ON THIRTY DAYS WRITTEN NOTICE.

Add-ons and boundaries

Add any of these to any package, or drop one with a month's notice.

ADD-ONS

Managed outbound, 50 to 75 prospects	\$380 a month
Managed outbound, 100 to 150 prospects	\$665 a month
Additional native channel	\$190 a month
Photography direction and production	\$380 a month
Community management, comments and DMs	\$380 a month
Benchmark scorecard	\$285 a month
Email newsletter, two per month	\$285 a month
Five posts a week instead of three	\$380 a month
Additional strategy call, 30 minutes	Quoted on Request

Anything outside the agreed scope is quoted and approved in writing before work begins.

ONBOARDING

Every new client gets a documented brand system at signature. For Medical Life Care Solutions this is included, with no onboarding charge. Nothing is invoiced beyond the monthly package.

NOT INCLUDED

Paid media buying, technical SEO, and website development, all referred out. Sales calls and closing stay with you. We hand you the interested reply.

REVISIONS AND RUSH

One strategy pass, one content revision, and one copy revision every cycle. Additional revision rounds are quoted separately on request. Rush work inside 48 hours is never guaranteed and carries a rush charge, quoted and approved in writing first.

What happens next

*Order creates
freedom.*

YOU SAY YES TO A PACKAGE AND THE ENGAGEMENT LETTER GOES OUT THE SAME DAY. ONBOARDING WEEK: WE DOCUMENT YOUR BRAND, GET CHANNEL ACCESS, AND BUILD THE FIRST CALENDAR. WEEK TWO: FIRST APPROVAL, FIRST POSTS LIVE.

INITIAL TERM IS THREE MONTHS, BILLED MONTHLY, THEN IT RENEWS MONTH TO MONTH AUTOMATICALLY. THIRTY DAYS WRITTEN NOTICE TO PAUSE OR CANCEL. MISSED APPROVAL DEADLINES SHIFT THE PUBLISHING CALENDAR RATHER THAN COMPRESS THE WORK. ONE BUSINESS DAY EMAIL RESPONSE AS STANDARD.

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