

A proposal for Jeevan

JEEVAN NEEDS TWENTY FIVE OF THE RIGHT PEOPLE. BETA RECRUITING FOR A PROFESSION THIS SMALL IS NOT A VOLUME PROBLEM. EVERY PLANNER JEEVAN WANTS IS CREDENTIALAED, FINDABLE, AND ALREADY READING. THIS PROPOSAL SETS OUT THE TEN POSTS WE WOULD WRITE, HOW THE BATCH RUNS, AND WHAT IT COSTS.

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HazelPiper
Creative

What we do

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

Order creates freedom.

MOST ORGANIZATIONS DO NOT HAVE A MARKETING PROBLEM. THEY HAVE A STRUCTURE PROBLEM.
WE BUILD THE BRAND, PRODUCE THE EXPERIENCES THAT PROVE IT, AND DESIGN THE OPERATING SYSTEMS, INCLUDING AI, THAT KEEP BOTH RUNNING. 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 Experiences

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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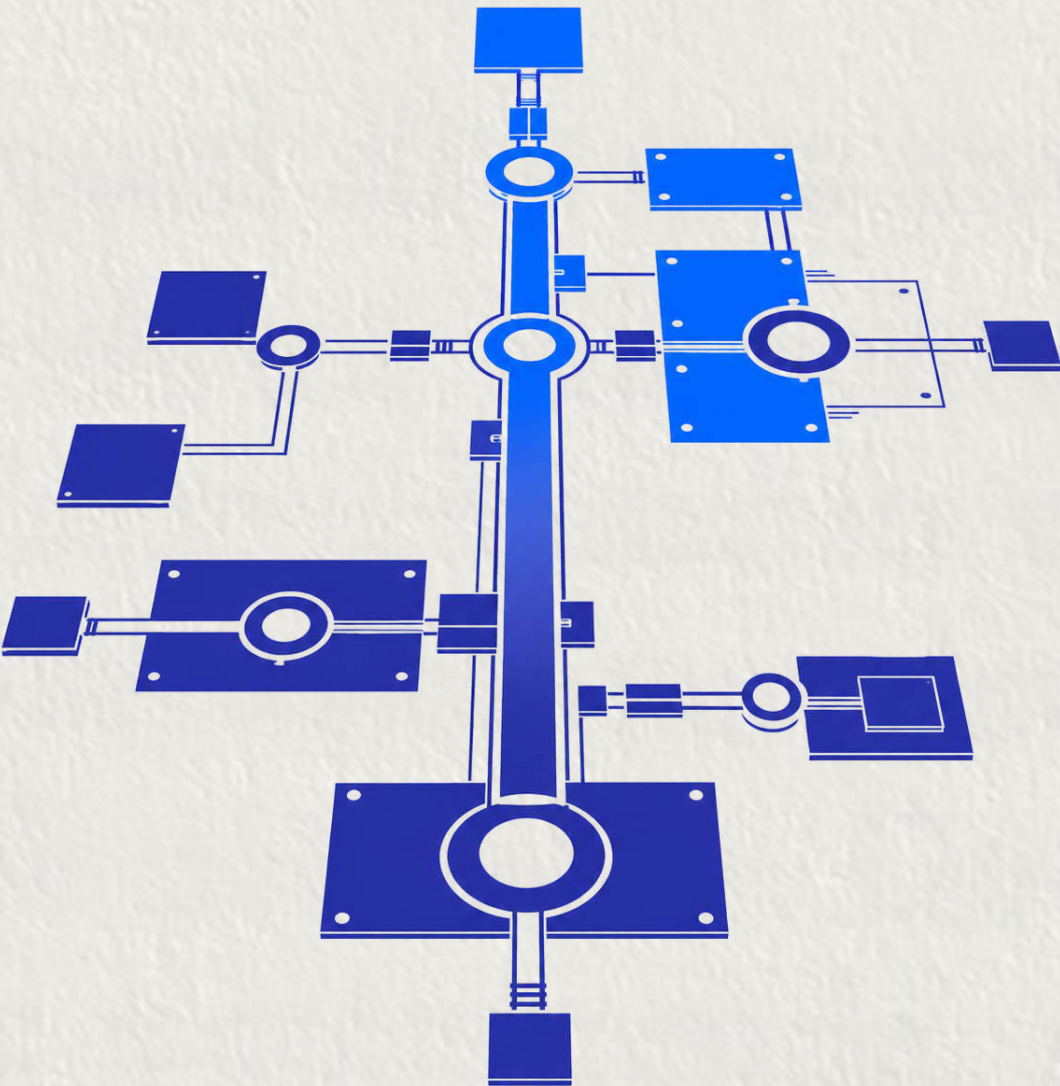
WHY THIS AUDIENCE

LIFE CARE PLANNING IS A SMALL, CREDENTIALLED PROFESSION, AND THE PEOPLE JEEVAN WANTS ARE FINDABLE BY NAME. THAT IS UNUSUAL, AND IT CHANGES WHAT A CAMPAIGN IS FOR.

REACH IS THE WRONG TARGET. A POST THAT REACHES THE RIGHT TWO HUNDRED PEOPLE BEATS ONE THAT REACHES TWENTY THOUSAND, AND A COMMENT THREAD WITH FORTY NAMED PRACTITIONERS IN IT IS WORTH MORE THAN THE POST THAT PRODUCED IT. THAT IS WHY HALF THIS BATCH ASKS A QUESTION RATHER THAN MAKING A STATEMENT.

THE HONEST VERSION: LINKEDIN ORGANIC IS THE RIGHT FIRST TEST BECAUSE IT IS FAST AND CHEAP, AND IT TELLS YOU WHETHER THE CHANNEL REACHES THIS PROFESSION AT ALL. THE ASSOCIATIONS AND THEIR CONFERENCES ARE THE REAL LEVER. THIS BATCH IS HOW YOU FIND OUT, BEFORE ANYONE SPENDS MORE.

In a field this small, the cohort is the distribution channel.



HOW IT RUNS

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

WHAT YOU PROVIDE

ONE NAMED APPROVER, WHICH IS TOMMY. WRITTEN CONFIRMATION OF WHAT MAY BE SAID PUBLICLY, USING THE CLAIMS REGISTER WE SUPPLY. LOGO FILES AND EXISTING ASSETS. CONSOLIDATED FEEDBACK WITHIN TWO BUSINESS DAYS WHERE POSSIBLE.

WHAT WE DELIVER

A CONTENT PLAN ACROSS TEN LANES. FINISHED COPY FOR ALL TEN POSTS, WITH SOURCE NOTES ON EACH. FOUR BRANDED GRAPHICS BUILT AS SWIPE THROUGH DOCUMENTS. A CLAIMS REGISTER MAPPING EVERY CLAIM TO ITS SOURCE. ONE APPROVAL PACKET, ONE REVISION ROUND, FINAL FILES READY TO POST.

WHAT YOU NEVER DO

YOU NEVER WRITE A CAPTION, BUILD A GRAPHIC, OR WORK OUT WHETHER A SENTENCE IS SAFE TO PUBLISH. EVERY CLAIM ARRIVES SORTED INTO CLEARED, HELD, OR EXCLUDED.

The five weeks

- WITHIN THREE BUSINESS DAYS OF WRITTEN APPROVAL. THE CONTENT PLAN, SO NOTHING IN THE BATCH IS A SURPRISE.
- WITHIN TEN BUSINESS DAYS. ALL TEN POSTS, FOUR GRAPHICS, AND THE CLAIMS REGISTER, IN ONE PACKET.
- ONE REVISION ROUND. CONSOLIDATED FEEDBACK, ONE PASS, THEN FINAL FILES READY TO POST.
- FIVE WEEKS. TWO POSTS A WEEK. ONE ON WHAT JEEVAN IS, ONE BUILT TO BE ANSWERED.
- THROUGHOUT. SOMEBODY AT JEEVAN ANSWERS THE COMMENT THREADS.

*One approval. Then
somebody answers the
comments.*

Sample post, week one

What it actually takes to finish one plan

Lane: this is what Jeevan is. Format: text plus branded document. Status: runs as written.

Ask a life care planner what software they use and you will not get one answer. You will get a list.

A word processor for the narrative. A spreadsheet for the cost tables. A subscription for pricing data. Something else for the medical records. A folder system holding it all together, named according to a convention only its owner understands.

Jeevan's own research puts it at five to ten separate applications to produce a single plan. Twenty to thirty percent of productive time lost moving between them. The same patient information entered three to five times before the plan is finished.

Read that third number again as a working planner rather than as a statistic. Three to five entries of the same information is not only slow. It is three to five chances for one entry to disagree with the others, inside a document that has to survive being read closely by someone who wants it to fail.

None of that is a discipline problem. Careful people arrive here anyway, because no single tool was built for this work. Every application in the stack was built for something else and bent into shape, and the seams show at exactly the point where cost support and defensibility matter most.

Jeevan is one platform, built for life care planning specifically. Not a general purpose tool with a template dropped on top of it.

That is the whole idea. Everything after this is detail.

Every figure in this post is Jeevan's own published claim, taken from your site and attributed to Jeevan in the copy. No competitor is named or alluded to.

Ten posts arrive like this.
Finished, not described.

Sample post, week one

A poll, because we would rather keep checking the number than keep quoting it

Lane: engaging and interactive. Format: LinkedIn native poll. Status: runs as written.

We would like an actual number, not an estimate from a vendor.

Jeevan's published research says five to ten applications to produce a single plan, with twenty to thirty percent of productive time lost moving between them. That figure came from talking to planners. We would rather keep checking it than keep quoting it.

So count yours honestly. The word processor counts. The spreadsheet counts. The pricing subscription counts. The PDF tool counts. The folder system counts if you have ever had to explain it to somebody.

Then two questions in the comments, and these are the ones we actually read.

Which of them would you give up first?

And which one, if it disappeared tomorrow, would ruin your week?

The gap between those two answers is the most useful thing anyone can hand a team building software for this work. The tool people resent most is rarely the one they would actually surrender.

THE POLL

How many separate applications does it take you to finish one life care plan?

- Two to four
- Five to seven
- Eight or more
- I genuinely stopped counting

The poll asks the reader for their own number and asserts nothing. No cohort size, no program terms, no pricing, no date.

Five of the ten are built to be answered, not only read.

Sample post, week three

Score your own workflow

Lane: engaging and interactive. Format: text plus a branded document built to be saved to a phone. Status: runs as written.

Six questions. Give yourself a point for every yes. Nobody is grading this and the score is only for you.

One. Can you say, without opening anything, how many times the same patient information gets entered before one plan is finished?

Two. Does your cost data live inside the document you are building, or behind a separate login?

Three. If two people worked on your current plan this week, are you certain there is only one version of it?

Four. If somebody asked today when a specific figure was entered and what it was based on, could you answer in under a minute?

Five. Do you know which compliance standard your patient information is stored under, or do you know that somebody handles it?

Six. Was the software you use built for life care planning, or built for something else and adapted?

Question six tends to decide the other five.

THE SCORING

Five or six yeses and your workflow is in better shape than most. Three or four and you have a system that works because you personally hold it together, which is fine right up until the week you cannot. Two or fewer and none of that is a reflection on you. It means the tools are doing less of the work than they should be.

Every question maps to a capability Jeevan has already published. The scoring bands are editorial judgment and are written as such. No competitor is named anywhere in the batch.

This is the one asset built to be kept rather than scrolled.

The graphics, post six

Score your own workflow

Eight cards. Built as a native LinkedIn document rather than a flat image, because documents outperform single images and this is the one asset built to be saved.

SIX QUESTIONS

Score your own workflow.

Give yourself a point for every yes. Nobody is grading this and the score is only for you.

Jeevan Life Care Technologies

Swipe

01

Can you say, without opening anything, how many times the same patient information gets entered before one plan is finished?

Jeevan Life Care Technologies

Swipe

02

Does your cost data live inside the document you are building, or behind a separate login?

Jeevan Life Care Technologies

Swipe

03

If two people worked on your current plan this week, are you certain there is only one version of it?

Jeevan Life Care Technologies

Swipe

04

If somebody asked today when a specific figure was entered and what it was based on, could you answer in under a minute?

Jeevan Life Care Technologies

Swipe

05

Do you know which compliance standard your patient information is stored under, or do you know that somebody handles it?

Jeevan Life Care Technologies

Swipe

06

Was the software you use built for life care planning, or built for something else and adapted?

This one tends to decide the other five.

Jeevan Life Care Technologies

Swipe

YOUR SCORE

Five or six. Your workflow is in better shape than most.

Three or four. You have a system that works because you personally hold it together. Which is fine, right up until the week you cannot.

Two or fewer. None of that is a reflection on you. It means the tools are doing less of the work than they should be.

Worth running again in six months. It applies to every platform on the market, ours included.



Jeevan Life Care Technologies

Link in the first comment

The graphics, post one

What it actually takes to finish one plan

Seven cards. The stack a planner actually uses, then the three published figures one card at a time, then what falls between the systems, then the resolution.

ONE PLAN

Ask a life care planner what software they use.

You will not get one answer.
You will get a list.

Jeevan Life Care Technologies

Swipe

THE LIST

A word processor for the narrative
A spreadsheet for the cost tables
A subscription for pricing data
Something else for the records
A PDF tool
A folder system only you can explain

Jeevan Life Care Technologies

Swipe

APPLICATIONS PER PLAN

5 to 10

separate applications to produce a single life care plan.

Jeevan's own published research

Jeevan Life Care Technologies

Swipe

PRODUCTIVE TIME LOST

20 to 30%

of productive time lost moving between them.

Jeevan's own published research

Jeevan Life Care Technologies

Swipe

THE SAME INFORMATION

3 to 5

entries of the same patient information before one plan is finished. Which is three to five chances for one of them to disagree with the others.

Jeevan's own published research

Jeevan Life Care Technologies

Swipe

BETWEEN THE SYSTEMS

Information sits in silos
Updates are missed
Decisions wait
Calculations go wrong

No number is attached to this one. It is the cost that shows up in a review, not in a timesheet.

Jeevan's own published positioning

Jeevan Life Care Technologies

Swipe

INSTEAD

One platform, built for life care planning specifically.

Not a general purpose tool with a template dropped on top of it.



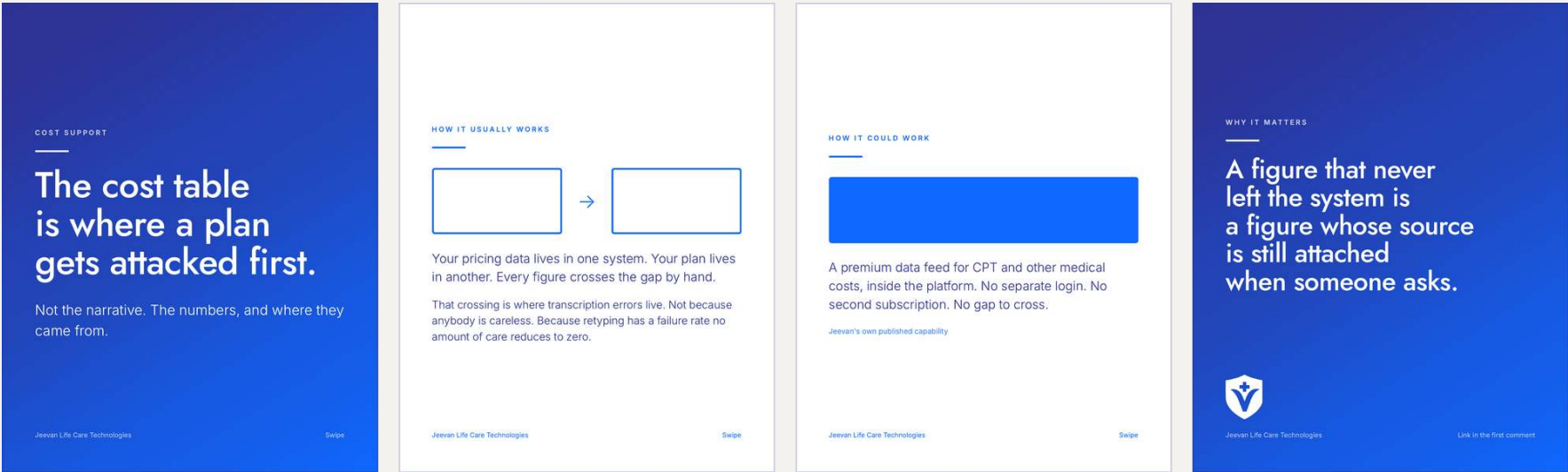
Jeevan Life Care Technologies

Link in the first comment

The graphics, post five

Where cost support actually comes from

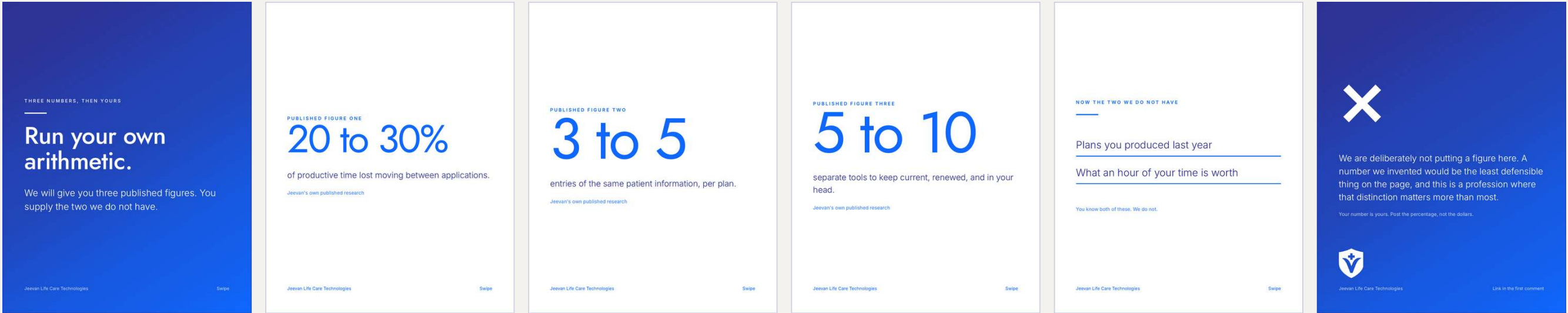
Four cards. The gap every figure crosses by hand, then the same figure with no gap to cross, then why that matters when somebody asks where it came from.



The graphics, post eight

Run your own arithmetic

Six cards. Jeevan's three published figures, then two blank fields for the reader's own numbers, then a multiplication sign and deliberately no answer.



WHAT IT TELLS YOU

One batch will not build a brand. It will tell you something true.

TEN POSTS IS NOT A PERFORMANCE PROGRAM, AND REPORTING IT LIKE ONE WOULD BE DISHONEST. WHAT IT CAN TELL YOU IS WHETHER LINKEDIN ORGANIC REACHES THIS PROFESSION AT ALL, WHICH NOBODY CURRENTLY KNOWS.

FOUR THINGS WORTH WATCHING. HOW MANY NAMED PRACTITIONERS ENGAGE, RATHER THAN HOW MANY IMPRESSIONS LAND. WHAT THE POLL AND THE OPEN QUESTION ACTUALLY SURFACE ABOUT THE WORKFLOW. HOW MANY APPLICATIONS ARRIVE, AND FROM WHOM. AND WHICH OF THE TWO LANES, IDENTITY OR INTERACTIVE, DOES THE WORK.

IF THE ANSWER IS THAT THE CHANNEL DOES NOT REACH THEM, THAT IS A USEFUL AND CHEAP FINDING, AND IT POINTS THE NEXT SPEND AT THE ASSOCIATIONS INSTEAD.

The investment

LAUNCH BATCH

\$600

one time

TEN POSTS, FOUR GRAPHICS, A
CLAIMS REGISTER, ONE REVISION
ROUND.

Introductory pricing for a first project. It is not the basis for pricing ongoing or expanded work. Not a retainer, and it does not create one.

Boundaries

What the batch does not cover, and what is available alongside it. Everything here is quoted separately on request and elected in writing. Nothing is added to this engagement without your written approval first.

ADD-ONS

- Scheduling and publishing the approved batch
- Additional posts beyond the ten
- A documented brand system
- Association and conference outreach
- Direct outreach to named practitioners
- Additional revision rounds

Work requested outside the scope above is quoted and approved in writing before it begins.

BRAND SYSTEM

Jeevan does not have a documented brand system, and this batch does not build one. Graphics are produced against your logo package and existing assets. If Jeevan continues past this batch, that work is quoted as its own engagement.

NOT INCLUDED

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

REVISIONS

One revision round is included. Consolidated feedback, one pass, then final files ready to post. Anything beyond that, or work requested inside 48 hours, is quoted and approved in writing before it begins.

What happens next

*Order creates
freedom.*

YOU APPROVE THIS PROPOSAL IN WRITING, A REPLY EMAIL IS ENOUGH, AND THE ENGAGEMENT LETTER GOES OUT THE SAME DAY. THE CONTENT PLAN FOLLOWS WITHIN THREE BUSINESS DAYS OF WRITTEN APPROVAL AND SOURCE ACCESS, AND THE FULL BATCH WITHIN TEN BUSINESS DAYS.

TOMMY CLEARS THE CLAIMS REGISTER IN ONE PASS, WHICH DECIDES WHAT THE BATCH IS ALLOWED TO SAY. ONLY ONE ITEM IN IT BLOCKS A POST OUTRIGHT, AND A REPLACEMENT IS ALREADY WRITTEN IN CASE THE ANSWER IS NO. NOTHING PUBLISHES WITHOUT WRITTEN APPROVAL.

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