

*ThinkWell
LiveWell*



Mindfulness & More®
Personalised for You

MEDIA KIT

About ThinkWell LiveWell

One dimensional, one-size-fits-all tools are out and personalisation is in.

ThinkWell-LiveWell is a wellness platform offering a personal and practical approach to mindfulness practice. It was founded in 2016 by Clinical Hypnotherapist, Mindfulness, CBT and NLP Practitioner, Mick Cassell. Having provided in-person therapy for over a decade, Mick adapted his practice to a digital platform to provide low-cost access of his mindfulness-based services to a wider audience. As a result, ThinkWell-LiveWell is the only digital platform to offer combined development tools and resources with extensive personalisation capabilities.

Defining the second wave of mindfulness, ThinkWell-LiveWell offers users holistic support in body, mind and spirit. It combines leading therapy modalities in both online sessions and offline exercises and offers impactful personalisation filters, self-help reading resources and more to allow users to go beyond practicing mindfulness and explore targeted self-improvement. Whether users are looking for an alternative to face-to-face therapy, a complementary tool to use alongside professional help or simply as a resource for self-improvement, there's something for everyone.



Mindfulness & More®
Personalised for You

WELL IN BODY**WELL IN MIND****WELL IN SPIRIT**

Well in body:
Physical
wellbeing
and healthy
habits

Well in mind:
Mental agility
and control of
stress and
habits

Well in spirit:
Personal
development,
wellbeing
and harmony

Modern-day face-to-face therapy is client-centric in concept and talks extensively of partnership between client and therapist. The ThinkWell-LiveWell platform mirrors this by allowing users to choose how they want to use the platform, to identify what works best for them and to make changes as they see fit. The control is in the user's hands, guided by the platform.

Life is quicker and more demanding than ever.
ThinkWell-LiveWell offers the platform to fit the lifestyle, and the tools to slow it down. When you Think Well, you Live Well.



FUN FACTS

1. AS INDIVIDUAL AS YOU ARE

Personal development should be just that – personal. How can one size possibly fit all? Personalisation is a core component of ThinkWell-LiveWell's approach. Users choose how they want to use the platform; they can identify what works best for them and make changes as they see fit. The control is in the user's hands, guided by the platform.

2. PSYCHOLOGIST RECOMMENDED

ThinkWell-LiveWell is endorsed by practicing professionals and wellbeing advocates who note the platform's ability to empower and educate its users.

3. WIDE RANGE OF PROGRAMMES

ThinkWell-LiveWell offers a variety of programmes ranging from 5-minute 'booster' exercises that drive immediate 'change of state', to multi-module wellness programmes such as "Postcard to Anxiety" and "At Your Happy Weight" for users looking to comprehensively address specific needs.

4. UNPLUGGED AWARENESS

Offline exercises allow users to go off-the-grid, focus and dive into developing self-awareness and cognition.

5. CONTROL IN YOUR HANDS

Following best modern therapy practice, the ThinkWell-LiveWell self-measurement feature allows users to track progress against their baselines and offers insights on how to proceed based on their self-assessment.

MEET MICK



MICK CASSELL

Founder and President

Founder and President of ThinkWell-LiveWell, Mick Cassell, went from international advertising high-flier to Clinical Hypnotherapist, Mindfulness, CBT and NLP Practitioner with an ultimate passion for wellness. His former fast-paced and stressful life, while exciting, pushed him to reflect on his lack of fulfilment, leading to a fresh start – with mindfulness.

Mick has since become an expert in helping others on their path to wellness, having studied and practiced mindfulness, cognitive and behavioural therapy, NLP, dreamwork and hypnotherapy disciplines.

He and his team built ThinkWell-LiveWell as a means to offer Mindfulness & More® for the real world, personalised for real people and their real lives – in order to create real change. He continues to practice mindfulness to enrich his own life, while continually refining the platform to better serve its users.

MEET THE TEAM



MIRIYAM NITZBERG

Director of Finance and
Operations

With extensive experience working with international clients and across borders, Miriyam smoothly runs ThinkWell-LiveWell's borderless operations. Her educational background, rooted in linguistics and law, paired with her passion for philanthropy and nutrition, inspires her to increase access to physical, mental and spiritual wellness on a global scale.



JESSE AHMANN

Scientific Composer

The ThinkWell-LiveWell platform's personalised musical selections, composed according to the scientific principles of matching frequencies to brain-wave states, are Jesse's brainchild. Jesse discovered the cello at age 10 and has been playing ever since. He has been principal cellist of several different symphonies across the United States. Now focused on the development of non-traditional music composition, he uses healing frequencies with the goal of enhancing wellness for listeners.

WHAT THEY SAY



CORINNE SWEET

Writer, Broadcaster, Therapist

"I would recommend ThinkWell-LiveWell to my clients as many of them need something not only to hold on to, but also to reinforce their learning and change."

– **Corinne**, Psychotherapist & Psychologist



BEN BIDWELL

Mental Wellness Advocate, Trainer, Coach

"We can all change for the better if we, quite literally, put our mind to it, we just need to learn how. This platform brings a down-to-earth and relatable format from several leading forms of self-help to ensure it brings meaningful change to the lives of as many people as possible."

– **Ben Bidwell**, The Naked Professor, Mental Wellness Advocate, Trainer, Coach



SUZY READING

Chartered Psychologist, Yoga Teacher, and Health Coach

"I would recommend use between sessions because what I am aiming for in therapy is skill development, the adoption of healthy habits, the ability to focus and become aware of the choices we are making and the consequence of those choices, building the mindfulness muscle. In partnership with talk therapy, ThinkWell-LiveWell can augment and accelerate this learning. It also provides a means of tracking changes which clients can find motivating."

– **Suzy Reading**, Chartered Psychologist, Yoga Teacher, and Health Coach



HAVE QUESTIONS?

Please contact alicia@durrellcomm.com for questions, comments, quotes & photos.

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