

## Brand Strategy: LifeWorx

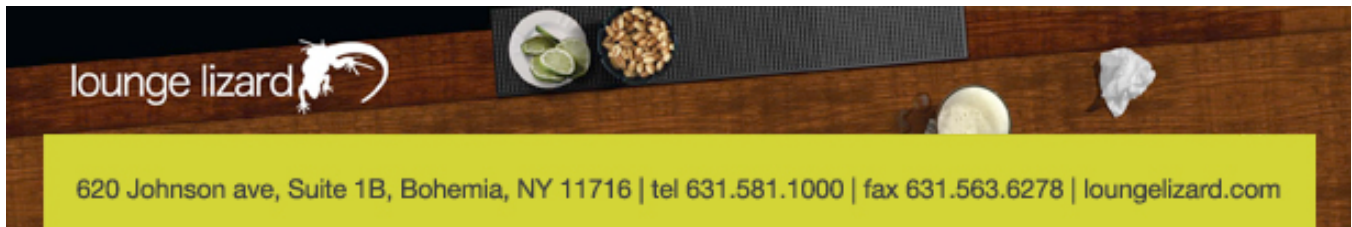
### ***Vision & Mission***

LifeWorx is an organization that exists to help their clients make life *work* for them, allowing them to focus on the more important aspects of their life and make the most of every day, rather than becoming trapped in mundane, time-consuming household tasks. LifeWorx creates a lifestyle for affluent professionals where coming home means quality time with their families versus time wasted on a myriad of chores. With exhaustively screened staff who are local, trustworthy, responsible, and accessible, available on a full-time or as-needed basis, LifeWorx clears the way for busy families to really *enjoy* their families and their lives, without sacrificing a standard of living or dedication to their work.

### ***Positioning***

LifeWorx is uniquely positioned in many ways. As a local organization that actively and thoroughly screens local prospective service-providers in person, LifeWorx is the exact opposite of an agency, which is more of a middleman who farms out candidates without personal investment. Instead, LifeWorx puts their applicants through a rigorous series of internal interviews even before they're considered for the one-on-one placement process that connects individuals with their new extended families – or before being added to the basic database for the automated search component that allows for client self-service, which allows them to search candidates independently with the full confidence that the LifeWorx brand allows. Through careful and meticulous selection, only the best, brightest, most reliable and responsive individuals make it through to being presented to a family, or being offered online through the LifeWorx module as a viable source of help.

Because of this exclusive process, candidates that partner with our elite client families often become a part of the family they provide for, their commitment and responsibility earning them long term relationships and an exceptionally high satisfaction rate level from both the client and provider sides. LifeWorx corporate staff meet personally and individually with every person that gets sent out the door to their clients, and get to know them on a deeper level to ensure a perfect fit with the families. As hard-working, affluent professionals with children of their own, LifeWorx core members are a cross-section of their clientele; they take this one-on-one placement very seriously – more seriously than faceless national agencies – and strive to find the perfect solution to every family's specific needs. Whether the family is an upper-middle class one that just needs some occasional pet-sitting, a part-time nanny or housekeeper, or an affluent one in need of full-time organization or childcare, LifeWorx has the answer.



## ***Core Promises***

A local company headed up by local people and represented by other locals, LifeWorx is an organization that focuses on accessibility, individual requirements, service on a personal level, and finding the ideal long-term fit, no matter the task or time necessary. Quality, compatible help is often a challenge to find and maintain, and LifeWorx is committed to doing both, offering up the *creme de la creme* of local candidates for the best families in the area to create the most perfect fit possible.

## ***Brand Personality & Values***

The focus of LifeWorx is family; their decision-makers are all devoted parents who truly understand the needs of busy professionals who want to provide the best of care to their children, pets, and homes, as well as the most efficient and effective solutions for their organizational or personal demands. The main personality of LifeWorx is that it's an organization born of warmth and caring, meticulous attention to detail, and one with the intention of finding a family its newest member, whether through the luxury one-on-one search approach or the online self-service module. Therefore, in terms of values, instilling trust and responsibility is tantamount, next to compassion and reliability.

Another important focus of LifeWorx is the building and sustaining of relationships. Long-term relationships are created through the LifeWorx screening process by one-on-one compatibility assessments and knowledge of both parties as individuals. The work environment for the candidate is a pleasant and enriching one, and the family feels taken care of and at ease letting into their homes someone they trust and consider a part of what makes theirs a happy and functional home.