Even positive changes like weddings and promotions can stir up depression in a healthy mind.

So no, you’re not broken... your brain is just resisting change.
WHY WE CARE

Before founding Cope Notes, suicide/abuse survivor Johnny Crowder spent nearly a decade in treatment for multiple mental health conditions... But he’s not alone.

In fact, over 46% of Americans will face mental illness in their lifetime.

After years of volunteer peer counseling and advocacy, Johnny set out to combine his personal experience, psychology degree, and passion for mental health to bridge the gap between traditional treatment and everyday wellness for people just like him—with or without diagnoses.
WHY IT MATTERS

Depression is the leading cause of disability worldwide.

The mental health epidemic costs the global economy more than $1 trillion every year. Organizations and governments are pressured to prioritize mental health and prevent crisis, but they struggle to find affordable, scalable solutions.

And with more than 50% of mental illness going untreated, the gaps in the treatment model are plain to see. We can’t rely on diagnoses and tragedies to steer the conversation anymore.

Preventative health measures like Cope Notes present our best defense against the countless undiagnosed, untreated issues that threaten our schools, businesses, and families alike.
WHAT WE DO

Mental and emotional health at your fingertips.

**Daily Texts**
Randomly-timed interventions that surprise the brain, promoting engagement and retention

**Peer Support**
Empathetic, validating messages written by peer advocates and informed by personal experience

**Positive Psychology**
Practical exercises, tips, and prompts carefully reviewed by mental health professionals

What do bananas, oranges, and brown rice have in common?

Yes, they’re tasty, but that’s not all - these “anti-anxiety” foods help your brain manage stress.
WHAT WE DO

A strategic approach to preventative wellness.

Comprehensive Content
Encouragement and advice that addresses common stressors instead of specific diagnoses

Digital Journaling
Questions that invite users to speak freely and process their feelings, improving emotional IQ

Privacy Protection
100% anonymous and confidential—No names, addresses, or personal data stored or collected

It can be hard to see ourselves how other people see us, so here’s a little self-esteem exercise:

What do you think is your most attractive personality trait?
HOW IT WORKS

Using text messages to alter brain chemistry.

Every time we see, read, hear, or imagine something, it has an impact on our personality, our mood, and the way we process everyday life—whether we want it to or not.

Our brain is constantly rewiring itself based on these things. The more often we think a thought, the easier it is to think, the more likely we are to think it again, and so on. For better or worse, this is how habits are formed.

Contrary to popular belief, it can take up to 254 consecutive days for a new habit to take root. Cope Notes guarantees the consistent interruptions necessary to replace old thought patterns with newer, healthier ones.
WHY IT WORKS

Text messages boast an impressive 98% read rate.

In the popularity contest of modern communication, SMS wins every time. And the likelihood of a Cope Notes text **interrupting a negative thought pattern** is significant when you consider these key metrics:

- **80%** of our daily thoughts are negative in nature
- **90%** of texts are read within 3 minutes of receipt

This unique approach makes Cope Notes one of the only mHealth interventions that **initiates engagement on a daily basis**.

Plus, it allows us to provide valuable support to the **2.5 billion** cell phone users across the globe who lack smartphones, cellular data plans, and internet access.
WHO WE SERVE

Helping you, your loved ones, and the world at large.

Thanks to Cope Notes, anyone with a cell phone can enjoy a full year of mental health support for less than the price of a single therapy session.

PERSONAL
SUBSCRIPTIONS
starting at $8.99/mo

For anyone (with or without a mental health condition) who wants to build healthier mental and emotional habits

GIFT
SUBSCRIPTIONS
starting at $8.99/mo

For friends, parents, coworkers, and caregivers who want to invest in the mental and emotional well-being of a loved one

ENTERPRISE
SUBSCRIPTIONS
starting at $7.99/user/mo

For schools, insurance providers, businesses, counselors, treatment facilities, and other communities ready to prioritize wellness
TESTIMONIALS

Real stories. Real people. Real transformation.

“The messages have done more for me than the therapists I've seen.” - Anonymous

“I'm already finding myself countering bad thoughts with really positive thoughts.” - Anonymous

“On behalf of me and my family, we just want you to know that you are saving lives with Cope Notes.” - Anonymous

“Cope Notes has changed my perception of life in many ways, and for the better.” - Anonymous

“Cope Notes has already helped increase my daily moods drastically. These messages are game-changing!” - Anonymous
THANK YOU

For helping us build a happier, healthier world.

❖

To learn more and try Cope Notes for free, text COPE to 33222 or visit copenotes.com

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