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## **NEW ONLINE PLATFORM HELPS MEN, HUSBANDS AND FATHERS, BECOME MORE BALANCED & FOCUSED**

*MANSCORE Launches with Free Strength Evaluation  
to Guide Men in Body, Mind, Heart and Soul Development*

**Cincinnati, Ohio (Oct, 14, 2025)** – Elixir Creative Group has launched MANSCORE, available at [Manscore.co](http://Manscore.co), a revolutionary technology that scores and rates men on internal and external behavioral drivers. To mark MANSCORE’s launch, the company is offering a Free Strength Evaluation for a limited time.

The MANSCORE difference is providing whole-life evaluation, which is 100% private and confidential. It is an online assessment tool along with comprehensive playbook designed to give men tools to improve in the areas that matter most: Strength (Body), Self-Mastery (Mind), Emotional Intelligence (Heart), Spiritual Connection (Soul), Purpose (Body), Influence (Mind), Sacrifice (Heart), and Brotherhood (Soul). The program was developed with coaches, athletes and psychologists. We think the best programs focus on the entire person versus a single aspect of men’s lives.

TD Dierker, founder of MANSCORE and a father himself, explained, “*We step on a scale every day to measure our weight and it’s an incredibly crude instrument, yet we still do it. Why don’t we have something that helps us become better men—weighing in whole person, physically, mentally, emotionally, and spiritually?*” His words point to what he calls a *growing crisis*: nearly 20% of American adult men—about 24.6 million—experienced a mental health condition in the past year. Yet, only about 40% of those men received any form of mental health support, the CDC Reports. These numbers reveal not only the scope of the problem but also the lack of tools men can trust to measure, confront, and improve the areas of life that matter most. He continues, “We invented the MANSCORE framework to give men a powerful tool that can help them gauge their effectiveness in areas that are typically hard to measure. We believe that men need this tool more than ever before.”

MANSCORE is creating a framework that provides a model of assessment, evaluation and support to help men lead balanced & focused lives. It’s mission is to define, measure, and help men act in the areas of life that matter most to all men—whether husbands, sons or fathers.

For a limited time, MANSCORE is offering participants access to their first score, Strength, for free. Elixir Creative Group plans to expand the platform to serve additional audiences, offer coaching services and programs in the future. To access the free assessment, visit [www.manscore.co](http://www.manscore.co).

**About Elixir Creative Group**

Elixir Creative Group, founded by TD Dierker, is dedicated to helping men leading rich and fulfilling lives. Dierker is the author of *AWOL: The Best Way Out Is In* and a passionate advocate for men's personal growth. Through initiatives like MANSORE, Elixir Creative Group's goal is to help men, husbands, and fathers define, measure, and improve the areas of life that matter most. Learn more at [www.manscore.co](http://www.manscore.co) or [www.elixircreativegroup.com](http://www.elixircreativegroup.com).