



EQUIPS MEN TO LIVE BALANCED  
& FOCUSED LIVES.

# MEDIA KIT 2025

**Elixir**  
creative group

WWW.ELIXIRCREATIVEGROUP.COM  
CINCINNATI, OH 45202

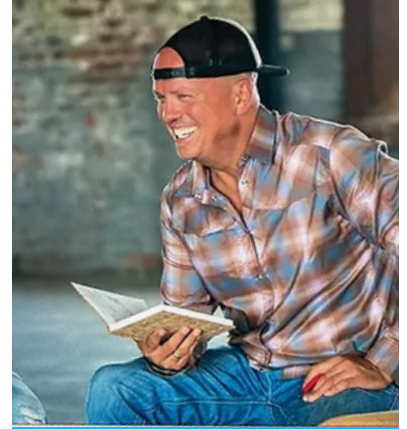
(859) 415-6294  
INFO@MANSCORE.CO

# WHO AM I

TD Dierker is the founder of Elixir Creative Group and the visionary behind MANSCORE, a first-of-its-kind framework designed to help men measure and improve whole-life performance. After years in corporate America building the visions of others, TD realized that a big salary often comes at the expense of personal purpose. Choosing to pursue his own path, he founded Elixir Creative Group in 2023 to create meaningful tools that empower men to live with balance, focus, and authenticity.

An author, entrepreneur, and father, TD brings a unique blend of personal conviction and professional experience to his work. His mission is simple yet ambitious: to help men strengthen body, mind, heart, and soul—so they can show up fully as men, husbands, and fathers in the areas that matter most.

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td@manscore.co



ELIXIR CREATIVE GROUP  
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# WHAT WE DO

CREATE MEANINGFUL TOOLS THAT EMPOWER MEN TO LIVE WITH BALANCE, FOCUS, AND AUTHENTICITY.

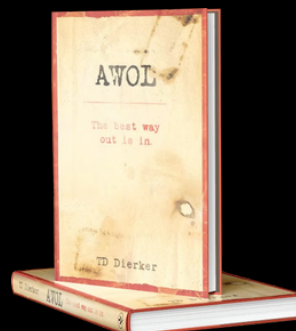
## MANSCORE

Manscore gives men a single, powerful number and eight drivers to chart growth across body, mind, heart, and soul. As a multi-dimensional framework, it helps men see how they truly show up in life and provides a clear path forward. Serving as a basecamp for real and lasting change, Manscore empowers men to build balanced, focused, and meaningful lives.



## AWOL

In AWOL, author TD Dierker offers men a candid invitation to step back, reflect, and reclaim their authentic selves in a culture obsessed with doing and having. Written as a trail guide rather than a guru, Dierker exposes the cost of chasing success without purpose—leaving men fragmented, anxious, and unfulfilled. AWOL challenges readers to trade posing for presence, align their insides with their outsides, and rediscover what it means to live as a whole number.



WHO & WHAT

# FAST FACTS

- Founded: 2022 by TD Dierker
- Headquarters: Cincinnati, Ohio
- Mission: To equip men, husbands, and fathers to live balanced & focused lives.
- Flagship Platform: MANSCORE (Manscore.co) — a revolutionary whole-life evaluation system scoring men across eight Drivers: Strength, Self-Mastery, Emotional Intelligence, Spiritual Connection, Purpose, Influence, Sacrifice, and Brotherhood.
- Audience: Men ages 18–55 — athletes, professionals, husbands, and fathers seeking to improve body, mind, heart, and soul.
- Impact: Informed by coaches, athletes, and psychologists, MANSCORE is the first private, comprehensive framework designed to help men measure and improve across all dimensions of life.
- Websites: [www.manscore.co](http://www.manscore.co) | [www.elixircreativegroup.com](http://www.elixircreativegroup.com)
- Founder's Work: TD Dierker is also the author of AWOL: The Best Way Out Is In, a guide to reclaiming authentic living.

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## TEAM

### JUDE DIERKER

#### PRODUCT & CONTENT LEAD

Oversees the strategy, development, and execution of Elixir Creative Group's digital platforms, including MANSCORE. Responsible for aligning product innovation with compelling content to drive engagement, growth, and meaningful impact for men seeking balanced, focused lives.

LinkedIn: <https://shorturl.at/YIm32>

[jude@manscore.co](mailto:jude@manscore.co)



### MARTY BOYER

#### PRODUCT & OPERATIONS OFFICER

Oversees the design, delivery, and scalability of Elixir Creative Group's platforms. Responsible for aligning operational excellence with product strategy to ensure MANSCORE delivers measurable value, seamless experiences, and lasting impact for men's growth.

LinkedIn: <https://shorturl.at/2hXqn>

[marty@manscore.co](mailto:marty@manscore.co)



FAST FACTS & TEAM

Elixir Creative Group is proud to offer the following products and services for B2B and B2C customers.

- Private/Executive Coaching
  - Hourly rate is \$300 per hour with a 3-session minimum. Session to be in person if local, via video chat if remote.
- MANSCORE Private B2B Offering
  - 1-25: \$50 per user includes both MANSCORE Full-Life Evaluation and Playbook, along with a custom analytic dashboard.
  - 26-50: \$40 per user includes both MANSCORE Full-Life Evaluation and Playbook, along with a custom analytic dashboard.
  - 50-100: \$30 per user includes both MANSCORE Full-Life Evaluation and Playbook, along with a custom analytic dashboard.
  - 100+: \$25 per user includes both MANSCORE Full-Life Evaluation and Playbook, along with a custom analytic dashboard. This level also includes a keynote presentation from TD Dierker (travel costs to be covered by the purchaser).
- Keynote Speaking
  - AWOL: This is a 45-minute keynote based on the book. \$3,000 with all travel-related costs to be covered by purchaser.
  - MANSCORE: This is a 45-minute keynote based on the content and playbook from MANSCORE. \$3,000 all travel-related costs to be covered by purchaser.
- Faith-Based Offerings
  - Elixir Creative Group has a non-profit-centered sister company. We're proud to work with faith-based organizations in a way that allows our framework to be applied to their audiences. Please reach out to [jude@manscore.co](mailto:jude@manscore.co) for custom offering, pricing and plans.



The Redirect PodCast  
Episode 36: The Untapped Power  
of Your Past with TD Dierker  
10/3/2025  
[Listen here.](#)



Voyager Ohio  
Meet TD Dierker of Cincinnati  
8/29/2024  
[View here.](#)



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[Our Latest Release](#)  
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"Dear TD-- AWOL opened my eyes to see that many/most/all men are still suffering painful experiences of their past, often from their youth. Never does it show on the surface. Seldom will it be revealed to others. Sadly will it ever be recognized or acknowledged by even themselves. Yet it can come to rest like a heavy, heavy burden upon their shoulders, weighing them down and holding them back." -- Eric

"Dear TD-- AWOL offers a profound exploration of personal authenticity, urging readers to awaken to their true selves and embrace a life of purpose and fulfillment. I was struck by your ability to tell impactful engaging stories that will resonate with anyone seeking to break free of the mundane and live authentically. Blending inspiration and practical advice, this book is a valuable resource for anyone on a journey of self-discovery and empowerment." -- Pepper



TD Dierker,  
[Watch Full Video](#)

### Get Busy Living!

- What are you running from?
- What are you afraid to admit?
- What are you trying to hide?
- What part of your outward appearance are you working hardest to maintain and protect?
- What part of the image you project is real and what is compensating for some inadequacy inside of you?
- What would you most like to run toward?
- Most men carefully guard an unexpressed **EXCEPT THAT** inside them. They already know what they could either start or stop doing that would radically change their life's trajectory. Turns out that most men will do anything **EXCEPT THAT** to heal or move on. Identify your **EXCEPT THAT** and you will be well on your way. Your **EXCEPT THAT** is the overgrown trailhead to your most profound inner work.

# Elixir

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Written form is Elixir Creative Group. Font is Poppins Black. Accent color is #15c0df. [Download.](#)

**M**

MANSCORE

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Brandmark (box with underlined M).  
Accent color is #15c0df.

↑  
MANSCORE in text (written) to be CAP CASE.  
Font is Michroma.  
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## HEADSHOT



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