

3 EXERCISES TO DISCOVER YOUR BRAND

EXERCISE 1

PURPOSE

Take some time to think through the following questions:

Why did you choose dentistry as a profession?

Why do you love coming to work every day?

Why do you continue seeking the education that you do?

Why does your practice have the technology that it does?

Why did you set up the atmosphere of your practice the way that you did?

THE MORE FOCUSED YOUR
PURPOSE BECOMES, THE EASIER
IT WILL BE TO COMMUNICATE,
AND THE MORE IT WILL STICK
IN SOMEONE ELSE'S MIND.

EXERCISE 2

PERSONALITY

Make a list of as many adjectives to describe your practice as you can think of.

The following are some examples to get you started:

<input type="checkbox"/> Playful	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Energetic	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Elegant	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Professional	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Dedicated	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Driven	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Welcoming	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Comfortable	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Relaxed	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> Energetic	<input type="checkbox"/> _____	<input type="checkbox"/> _____

**CHECK the 3 adjectives that most represent your practice,
or most represent what you want the practice to be.**

EXCERCISE 3

PROMISE

You are a *real* person making a *real* promise to a *real* patient.

Use the guided steps below to discover the brand promise most applicable to your practice:

Who is your ideal patient? Describe what they are like.

What goes into them choosing a practice?

Try to identify one or two factors that carry the most significance.

Do you have what they are looking for?

Take time to create a single-sentence statement that offers what they are looking for.

WHAT'S NEXT?

You've taken the time to discover your brand, but do your patients see it?
Take an audit of your existing marketing material to make sure they all reflect your purpose, your personality, and your promise.

- ◆ Does your *website* communicate your *purpose* in a clear way?
- ◆ Does your *social media* embrace the *personality* of your practice?
- ◆ Do your *digital ads* hinge on the *promise* you've made to patients?

We know this is a lot, and we know you're going to want to make it perfect.
If by this point you find yourself a little lost, or a bit overwhelmed, we're here to help!

Let's find a time to chat - we'd love to learn more about your brand, and help you work through a marketing strategy to help your practice grow.

STUDIO
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