



## STEP 4: DEVELOP A BRAND STORY

One of the most important parts of your Content Strategy is knowing who you are, what you do, and who you do it for. This may sound easy, but having a lack of clarity on these 3 things is often what keeps businesses from finding the success they desire.

Why? Because if you don't have clarity around what your brand is then you might be making the wrong content for the wrong people and that can waste time and kill motivation.

So the foundation of your content strategy starts with being clear on who you are, what you do, and who you do it for!

### What's your gift?

What are your gifts and most prominent skills? What comes easy to you?  
As an student extern I got to shadow a lot of audiologists. Each audiologist had something different that they excelled at- and to this day I can remember each gift. Think in behaviors and mindset and not just tasks.

Gift/Skill \_\_\_\_\_

How do you use this skill in your profession?



TIP #1: Reference the Enneagram Test to help you come up with ideas.

TIP #2: Reach out to colleagues or friends and ask them what you're good at. What comes easy to you that looks hard to other people?

Gift/Skill \_\_\_\_\_

How do you use this skill in your profession?

Gift/Skill \_\_\_\_\_

How do you use this skill in your profession?

Example

Gift/Skill troubleshooter

How do you use this skill in your profession?

How I use it: I help patients foresee problems with their current communication needs. This foresight allows the patient the opportunity to recognize difficult listening environments ahead of time and adapt with strategies that were counseled. This provides a better user outcome.

OR How I use it: Hearing aid repairs are inevitable. When that time comes I am skilled at being able to diagnose and sometimes even fix the hearing aid in the office, same day.

# What do you offer to the world?

I'm not just talking about your services or products, think about what you are REALLY giving your patients... the world. You can't have clarity on the service you provide until you understand how it will change your patient's life.

## Your Service \_\_\_\_\_

It's features:

It's benefits:

### **Example:**

I offer less limitations, more independence and security. I do it through my ability to treat and counsel patients regarding their hearing loss.

## Your Service \_\_\_\_\_

It's features:

It's benefits:

### **TIP:** ALWAYS

think in BENEFITS... benefits will drive behavior over features.

The feature is what the hearing aid or service you provide does functionally.

The benefit is how the product or service changes their life... i.e. provides less stress and healthier relationships through better conversations.

## Your Service \_\_\_\_\_

It's features:

It's benefits:

# Who loves you?

Think of that one patient that LOVES you... bring emotion into it. Emotion drives buying decisions. Who is it that appreciates you, values you, and wants to hear more from you?

As you fill out the questions below only think OF THAT ONE PERSON.

5 Personality Traits:

5 Things They Love To Do:

5 Frustrations:

Describe Their Mindset:

## Example

Personality Trait: Open to new experiences and learning new things.

Love To Do: travel overseas, drink wine on a balcony and listen to birds.

Frustrations: Fear of missing out and being socially isolated.

Mindset: Sees the world as an opportunity, positive, confident.



## TIP

Try to be as specific as possible. I know it seems weird... but don't just say "travel" or "sports." What type of travel or sports?

Some of my favorite and happiest patients are the ones that enjoy to travel and *travel overseas*.

*This specificity will help you think about where they hang out and what will get them to connect and engage with you.*