



STEP 2: BRANDING STRATEGY

Now that you have completed STEP 1 it's time to pull that through into a bigger picture!

You may have seen the branding workbook before but it's been revised so take a second look. If you have already filled out the first one bring it back out! We are going to use it to complete the revised workbook below.

If you haven't completed the old workbook you do not need to. Start below!

After completing this workbook you will be able to access it the future to help you develop copy for your website, physician information, and social media accounts.

Lets Go!

How do you want to be viewed?

One of the touch points you want to figure out before we get to deep is how you want to be viewed by your customer.

The vision you choose will be used repeatedly in your visual components.

Below are a list of descriptive words to get your imagination running. Think about **who you are** and **what you feel** you can comfortably represent. This vision should be an extension of your personality and style!

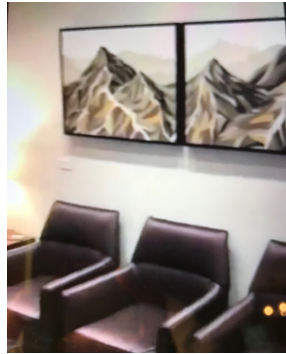
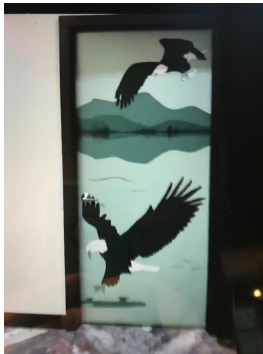
Circle only 3!

RUSTIC	FRESH	ENERGETIC	
LUSH	CLASSIC	BOLD	ELEGANT
TAILORED	UNIQUE	ADVENTUROUS	PREPPY
EDGY	CHIC	TIMELESS	COMFORTABLE
GLAMOUROUS	FEMININE	INDUSTRIAL	
WELCOMING	CLEAN	MUSICAL	PEACEFUL
RELAXED	MODERN	POSH	ARTISTIC
KID-FRIENDLY	COLORFUL	MINIMAL	

Case Studies

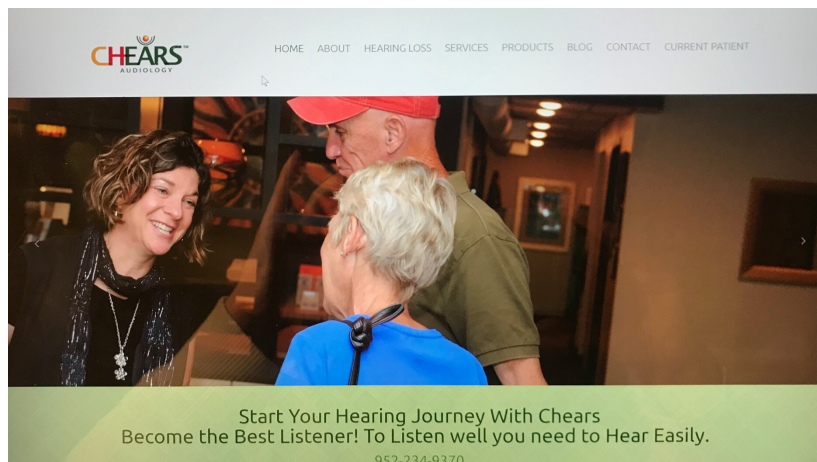
NORTHLAND HEARING CLINIC.

Both online and in person they are visibly in my opinion the brand feels rustic, comfortable, and peaceful.



CHEARS AUDIOLOGY

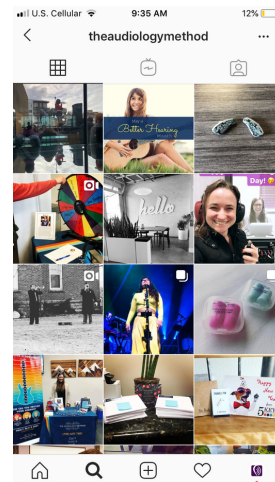
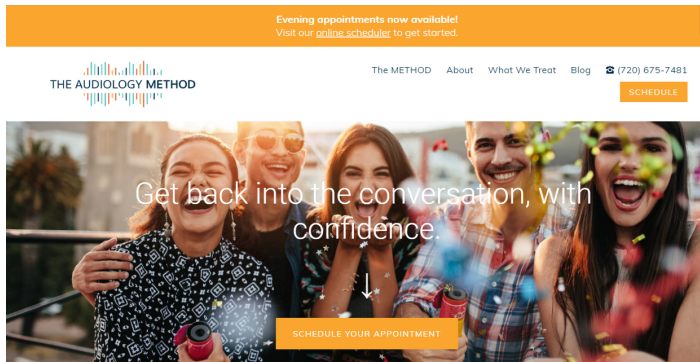
Based on the decor and someone's first impression they are visibly in my opinion. casual, timeless, and inviting.



Case Studies

THE AUDIOLOGY METHOD

Both online and in person The Audiology Method is visibly colorful, youthful, and musical.

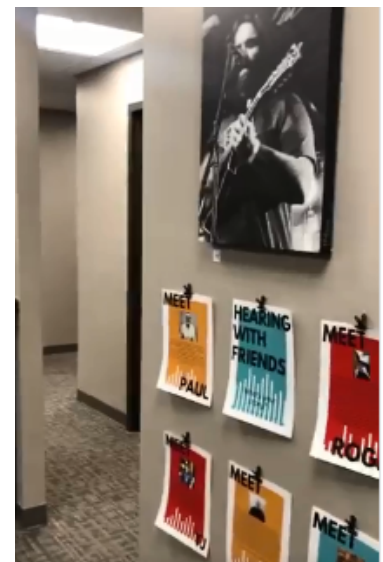


The patient may find her on Instagram or Facebook which takes them to the business website.

Another scenario is the strong brand allows a previous patient to easily talk about their experience at The Audiology Method with a friend. That friend (who will undoubtedly Google the business) finds the website through Google.

The first impression for the patient's friend was the recommendation, the second impression is the experience through The Audiology Method's website which stays true to brand which was stated through the recommendation of the friend.

The new appointment is scheduled which creates another opportunity for consistency and a brand experience then the patient shows up for their appointment and experiences a waiting room filled with decor that also speaks true to the brand story.



Well Done!

Your vision. Your legacy.
Let's brainstorm.... 

What do you want to be known for?

What would your patient say about you in an ideal testimonial?

What do you want to be doing in 5 years?

Your vision. Your passion.

Does your audience know what you stand for, believe, and are passionate about? A strong brand believes passionately about what they do, they stand for something bigger than their own success.

What do you want your brand to be conceived as? The smart choice, the luxury choice, the friendly laid back nextdoor neighbor?

What does this choice look like? How are you dressed? What does your patient rooms or waiting room look like?

What does this choice look like in terms of service?

Your vision. Your passion.

Why are you an audiologist?

(i.e. tell a story about yourself and how you became interested in audiology)

What's the better community you're helping to create?

(i.e. tell stories about the charities you donate to or the patients you help those who were in need)

What do you stand for?

(i.e. think of a patient you helped who was taken advantage of without naming names. How did you help?)

Step 1: Be Clear

How can those in your community understand what you do quickly and easily? Stories help them understand.

Who do you help? Dive deeper than just *people with hearing loss* or *people with dizziness*.

Elaborate on the 5 frustrations you came up with in Week 1: Branding Strategy Worksheet.

i.e. people who have a hard time understanding conversation in noise, couples who can't watch television together anymore because of the volume difference

Do any stories come to mind? Jot down some patient stories that relate the the frustrations you descibed above.

Step 2: Be Relevant

Can your ideal patient understand and appreciate how you help their situation? Our brain is good at tuning out the “noise”- how are you going to stand out?

What do you say that speaks to your ideal patients situation? They tell you these stories all the time- write them down!

(i.e. it's frustrating when you enjoy spending time together watching the latest movies streaming on Netflix but you can't agree on the volume of the television.

Step 3: Be Distinct

Can your ideal patient understand how you are different and the best fit for them? It's all about the pattern interrupt! We pay attention to things that are different and seem like they were made for us!

What makes you the best option for your dream patient?

Reference your Gift/Skill in the Step 1: Branding Strategy Worksheets. List the BENEFITS the gift or skill provides to your patients. (i.e. Troubleshooting - no more anxiety centered around the thought "did I go to the right place?" As an experienced audiologist if I can't troubleshoot your problem I will be more than happy to refer you to someone who can. Benefit: less worry/anxiety

How are you different from your competitors?

(i.e. I live and contribute to your community, I know what it's like to have a family member with hearing loss)

Step 4: Be Credible

It's all about the reviews...

How does your ideal patient believe that you can deliver on what you promise? Where can they go to access information about you?

How often are you sharing patient testimonials?

If you struggle sharing testimonials make a commitment below with a due date:

Put that due date on the calendar!

Step 5: Be Seen

Does your ideal patient know you exist and sees you frequently in the right places?

Where are you currently showing up? List the social media accounts, magazines, newspapers below:

How do you engage with your audience? Are you engaging with your audience online at all? Do you receive Direct Messages (DMs) or comments on social media accounts? If so which ones?

Step 6: Be Consistent

Does your ideal patient easily recognize you every time they see you? There is something about consistency that radiates confidence and trustworthiness. Yes you will feel like a broken record. Stand for what you believe in and own it!

What is your visual style?
(fonts & company color)

What is your tone of voice?
(professional or fun/lighthearted?)

What can your dream client always expect from you?
Circle back to your vision- what message are you going to consistently present to your audience?

Remember...

[Your Legacy]

[Your Passion]

To be more...

I will...

CLEAR

RELEVANT

DISTINCT

CREDIBLE

SEEN

CONSISTENT