







What is a brand?

Why do you need one?

How do you build one?

How do you use one?

Your Brand - Your Voice

Brand Name is the non-generic name of a product that tells us where it came from.

A Brand today is:

"...the intangible sum of its parts." David Ogilvy

It is what your patients think about you when they hear your name.

It is who you are, who you want to be, and how you want to be perceived

To Grow Happily

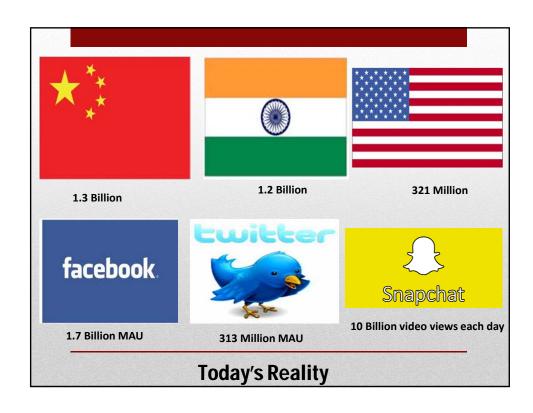
Why Do I Need To Develop My Brand?

1. To connect my mission and purpose to my daily work

Personal, about meaning, about staying true

- 2. To set and meet my professional goals

 Ambition, growth, opportunity, development
- 3. **To communicate** *Reputation, being known, being recognized*
- 4. **To engage and connect** *Interaction, social, conversations, sharing*



To Compete

Primary Care 2.0

- Wrap Around Services
- Medical Record Control
- Connect on Online
- On-Demand Convenience

INFORMATION

Specialists

- Reputation
- Metrics and KPI's
- Centers of Excellence

It speaks to:

Who you are
What you value
Where you are going
What you do and offer
Who your "customers" are
Why they should care
Why they will be loyal

What Does A Brand DO?

C What do you CARE about and VALUE?

R

What is **UNIQUE** about you and your practice?

What do you want to be **RESPECTED** for?

What do you understand about your AUDIENCE?

What is your **TARGET** and bold goal?

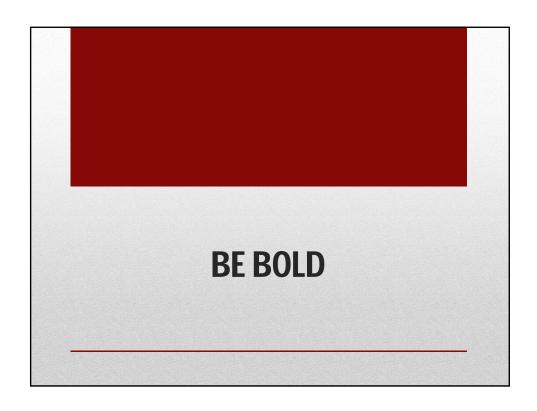
What is your plan for **EXECUTION**?

How to Build Your Brand

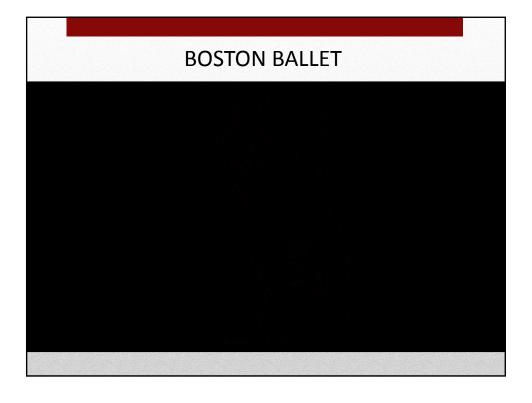
Include Each Element of CURATE

- Create a vision of your IDEAL self and your life doing exactly what you dream of doing.
 - o Your branding WORKED!
 - o You and your career are FLOURISHING.
 - o PAINT that picture for yourself and write it down.

BACK PLAN FROM YOUR DREAMS COME TRUE







C What do you CARE about and VALUE?
What is UNIQUE about you and your practice?
What do you want to be RESPECTED for?
What do you understand about your AUDIENCE?
What is your TARGET and bold goal?
What is your plan for EXECUTION?

How to Build Your Brand

Creating

- Writing
- Videos
- Podcasts

Sharing

- Personal website
- Twitter, YouTube, Facebook. LinkedIn
- Newsletters
- Internal magazines
- Website postings
- Speaking

Managing

- Planning
- Apps
- Habits
- Consistency
 - o Hootsuite
 - o Buffer
 - Sprout Social
 - o Buffer

Elements of Execution

- 1. Your brand is your North Star
- 2. Lean into it
- 3. Brand understanding guides setting direction for your team

As Women Don't Forget:

- 1. Have each others backs and rise together
- 2. Practice Amplification or Shine Theory
- 3. Find Sponsors and Promoters
 - It's not what you know
 - It's not who you know
 - It's WHO YOU KNOW WHO KNOWS WHAT YOU KNOW!

Brand Concepts Drive Personal & Team Leadership