

EXERCISE #1



YOUR MESSAGE AND DESIGN EQUATION

1. What are three ways that my patients say my practice is different and better than other practices? (Be sure that these are benefits, not features. Gentle care is a benefit. Sedation is a feature. Lastly, each should be objective and, where possible, quantifiable. Think, "Patients are warmly greeted by three staff members before entering the operatory," as opposed to, "Patients think we're nice.")

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- _____
- _____

2. What is the No. 1 thing people like best about the practice? (It's usually the benefit that comes up over and over again in survey responses. If you keep seeing "funny," "laughter," and "smiling" in the survey responses, the No. 1 thing may be "humor." And remember, more often than not patients are drawn in by *non-clinical* benefits. They are buying a relationship with you, not just your dental expertise.)

Message: _____

Design:

(Describe below, in writing or as a collage of pictures, the types of imagery, illustration, photography, etc. that best represent your message.)