**WHAT’S OUR PRACTICE’S PERSONALITY?**

To brand your practice successfully, you need to think about:

* who your clients are specifically
* how your product or service helps them and makes them feel
* your purpose as a practice
* your reputation – what it is, and what you want it to be
* what makes you different/better from other practices in your area

Then chose words, images and content that conveys that to clients and potential clients. Questions that can help you identify that:

* **What do you see as our mission/purpose/core values at this hospital?**
* **What do we do better than other local practices?**
* **What services and amenities do we offer that set us apart from other local practices?**
* **What cases, events, or interactions have we had in the past that help us tell a great story about our practice?**
* **What images come to mind when you think of our hospital?**
* **What words would you use to describe our practice? (as many as apply)**
* **How would you describe the majority of our clients/customers? (Demographics like age, gender, if they’re bargain-hunters or looking for high-end medical care, compliant, resistant, expensive breed owners, etc.)**
* **How would you describe our staff to a client who has never been in? Apart from knowledgeable and experienced, what’s the overall personality and atmosphere in the office? Busy, laid-back, all business, bend-over-backwards helpful?**
* **What knowledge or information do you think it’s most important to share with pet owners?**