



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **BRANDING** MANUAL

COPYRIGHT

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher. No part of this publication may be used in any form of advertising, sales promotion or publicity.

What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



Essential Marketing Strategies
for Extraordinary Practice Success

POWER STRATEGIES



BRANDING

POWER STRATEGIES: BRANDING

“What’s the easiest way to take care of your brand? Take care of your customer. Know who she is. What he wants. How she uses — and thinks about — your product, service, brand. It’s that simple. And that hard.”

– Steve Lance and Jeff Woll, *The Little Blue Book of Advertising*

Branding is the multi-faceted term used to describe the psychological, emotional and conscious or unconscious memory and link a person has to a product, service or company.

The brand includes elements such as:

- The trade name or identity given to a specific product, service or company.
- How a product, service or company is identified or remembered.
- The method by which a product, service or company becomes recognisable.
- The trademark, symbol or any association with a specific product, service or company.
- The distinctive identity of a product, service or company providing distinction and exclusive rights.

Succinctly put, a brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service or business. Through the process of branding, trademarking and copywriting, a brand becomes legally protected and proprietary.

YOU ALREADY HAVE A BRAND... BUT DO YOU KNOW WHAT IT IS?

It's important for you to understand that you already have a brand. Whatever your name is, whatever your business is, the logos you have etc., all of these are a part of your brand. The brand is already established in the mind of your client.

It's true!

The only issue is, have you been deliberately and consciously building a brand in the mind of your client? Have you been creating the associations that they link to you?

If not, the brand they may have labelled you as may not be the brand you want.

Here's a simple exercise that you may be able to answer in your own mind, and if not, most certainly, take the time to ask your clients.

Ask them *what they understand about the care that you provide*.

For example, if you are a chiropractor... ask them the following questions:

- What do you understand chiropractic to be?
- What does chiropractic do?
- Why do you receive chiropractic care?

The answers to these questions may startle you. You may have *thought* that you'd let them know what chiropractic was, what it does and how it benefits them.

However, in their mind they may have ascribed a different meaning. In this way, the brand they have within their mind is different to the intended brand that you have within your mind. However, the brand they hold affects the perception of the care that you deliver more so than what you hold in mind.

Furthermore, if you believe that you are a wellness practitioner, look more closely at your books.

- How often do your clients come in?
- What other elements of care are incorporated within the recommendations you provide to your clients? Is there exercise, diet and nutrition, relaxation techniques?
- Do you have a comprehensive education program that leads the client to a different understanding of the principles of wellness?

Again, if the answer to these questions leads you to the realisation that your clients are not making consistent wellness based choices or the care that you deliver does not have a foundation in wellness principles, perhaps the branding you have in mind is not the branding that the client experiences and therefore integrates within their perception of your practice.

Ultimately, your brand is less what you do and the service or products you supply than it is the perception your clients hold in their mind of you and the practice.

If they do not perceive you as a wellness practice empowering them to incorporate wellness principles as part of their life and have a deep philosophical abiding for and relationship to wellness principles, then your brand may be a pain-based, generic commodity!

The brand image, how the care is perceived in the mind of the client, relates particularly to the promise of the benefits, outcomes and advantages that the client receives and that they are taught to relate to the care you deliver.

This is branding.

This is marketing.

Your communications (the marketing message and education) must build, deliver and reinforce the brand image you want in the minds of your clients.

As such, your brand image is both a highly important aspect of your marketing and relationship to your clients and, equally important, it is both measurable and manageable.

THE KEEPER OF THE FLAME

If the brand is the image the client has in their mind in respect to the practice, then it is the role of every person within the practice to continue to communicate this message to the clients.

- Firstly, the brand you wish to communicate needs to be clear.
- Secondly, this needs to be communicated to each staff member so that they understand what the brand is, integrate it into their psyche and communicate it within their dialogues with the clients.
- Third, this needs to be propagated and maintained!

The propagation and maintenance of the branding image and message, as I stated previously, is every person's job. However, it is the responsibility of the leadership group of the practice to maintain the awareness and diligence of the branding flame to be kept alight.

The *keeper of the flame* is a profound role and position within the organisation. It is a position that should be recognised and rewarded. It is a position whereby team members recognise the value and importance of the brand, and make it their responsibility to ensure this brand is maintained, fervently communicated and incessantly expressed in all communications, in all marketing messages, in all promotions.

Who, in your practice, is the keeper of the flame?

Do they know the full extent of their roles and responsibilities as keeper of the flame?

Do they have a complete understanding of the power of branding and have the skills to continue to magnify the branding within the practice?

Find your keeper of the flame, empower them and watch miracles happen!

DIFFERENTIATING YOUR BRAND

Because most small businesses, including small practices and practitioner operated practices, do not have a clear understanding of branding and have not endeavoured to create a brand through influencing the mind of their client through their marketing, there is little that distinguishes you from the other practitioners in your region.

Mostly, people in your community think of you as the same as any of your colleagues.

If you are a chiropractor, people who do not know you personally (and even many of those who do) do not know how to differentiate your chiropractic services from others. In their mind, what they perceive and believe chiropractic to be, that is how they judge you. It is what they hold in their mind that they define you by.

This is the same as to whether you are a massage therapist, naturopath, herbalist or any other practitioner.

They judge you based on their perspective and paradigm of what they understand your modality to be.

What they understand your modality to be is the brand or identity that they define you by. And as I have said previously, if they hold the definition of you as a pain-based practitioner then that is how you have been branded.

This begets the question, how are you going to separate yourself (and your brand) in the mind of your clients from the competition?

The answer to this is defined by asking further questions.

- Is your marketing, advertising, sales letters and other communication any different than anyone else's?
- Is your educational literature, process of influencing the clients different than anyone else's?

If the answer is no... then it's likely that you are branded, knowingly or unknowingly, the same as your competitors.

Worse still, it shows that your current marketing expenditure is a waste of time and money.

The key thing within your marketing communications is to create a distinct point of difference between you and your competitors. Once you have done this, it is to create that distinction in the mind of the client so intensely that they hold a new perspective on you that differentiates

you from your competitors. Then, you need to continually reinforce and communicate this to your clients. This is part of your ongoing marketing, communications and education processes.

This is all part of your branding.

YOUR NAME AS A BRAND

One of the key elements of your branding is your business name. It is important to realise that the name of your business is one of the key associations that a client has with you, with what it is that you do and therefore, with your brand.

In Neuro-Linguistic Programming (NLP) terms, it is an anchor, the association to which your clients and potential clients link the perceived attributes and characteristics of your practice to.

In this regard, the naming of your business can have a direct link to the associations and perceptions (wanted and unwanted, designed and un-designed) that your clients can have.

For example, if you name your business Marcus Chacos Chiropractic, clients and potential clients will create certain attributes and characteristics in their own mind, based on their own perceptions of what it is that the business does, based on that name.

As such, contrary to popular opinion, the *less* the business name has to do with you or the area of business you operate in, the better.

This is because there are a limited number of attributes and characteristics in the perceptions of the community that will be linked to a chiropractic business and a person's name that it is named after than there would be for a name that does not concretely align.

For example, there are significantly less attributes and characteristics limited to Starbucks than there is Gloria Jean's Coffee. There are less attributes to PC World than there are to Apple. There are less attributes and characteristics to ascribe to Marcus Chacos Chiropractor than there are to Integrated Natural Therapies. Equally, there are less attributes to ascribe to Integrated Natural Therapies as there are to Your Wellness Centre!

It is also generally more effective when branding, to pick a real word or collection of real words that are able to be pronounced, spelled and easily read. Amazon is a perfect example.

Words that are difficult to spell or pronounce are, more often than not, a bad option.

One of the key things that you are looking for in your name is not so much what the word or words of your name mean. More important than what is that they mean is the message they convey, the links they create and what it is that they remind the client of.

THIRTEEN DEEPLY DISTURBING FACTS ABOUT BRANDING

Jeremy Bullmore in his book, *Apples, Insights and Mad Inventors*, provides the following thirteen disturbing facts about brands:

1. Products are made and owned by companies. Brands, on the other hand, are made and owned by people... by the public... by the consumers.
2. A brand image belongs not to a brand — but to those who have knowledge of that brand.
3. The image of a brand is a subjective thing. No two people, however similar, hold precisely the same view of the same brand.
4. That highest of all ambitions for many CEOs, a global brand, is therefore a contradiction in terms and an impossibility.
5. People come to conclusions about brands as a result of an uncountable number of different stimuli, many of which are way outside the control or even influence of the product's owner.
6. Brands — unlike products — are living, organic entities: they change, however imperceptible, every single day.
7. Much of what influences the value of a brand lies in the hands of its competitors.
8. The only way to begin to understand the nature of brands is to strive to acquire a facility which only the greatest of novelists possesses and which is so rare that it has no name.
9. The study of brands — in itself a relatively recent discipline — has generated a level of jargon that not only prompts deserved derision amongst financial directors but also provides some of the most entertaining submissions to Pseuds' Corner.
10. It is universally accepted that brands are a company's most valuable asset; yet there is no universally accepted method of measuring that value.
11. The only time you can be sure of the value of your brand is just after you've sold it.
12. It is becoming more and more apparent that, far from brands being hierarchically inferior to companies, only if companies are managed as brands can they hope to be successful.
13. And as if all this were not enough, in one of the most important books about brands published this year, the author says this: "Above all, I found I had to accept that

effective brand communication... involves processes which are uncontrolled, disordered, abstract, intuitive... and frequently impossible to explain other than with the benefit of hindsight."

Jeremy Bullmore concludes saying, "So, the image of the brand — its brand reputation — that which makes it the shareholder's most valuable asset — doesn't belong to it. It belongs to those who give thought to it."

In understanding this, you begin to understand brands better. If, however, you do not understand this... then, you understand brands better!"

BRANDING THE MIND

So as we begin to understand brands, we begin to realise that the creation of a brand is not arrived after the creation of a product or service. The creation of the brand occurs in the mind of the market.

Al and Laura Ries in their book, *The Origin of Brands*, puts it as follows, "The primary objective of a branding program is never the market for the product or service. The primary objective of a branding program is always the mind of the prospect. The mind comes first; the market follows where the mind leads."

However, to succeed in creating a new brand, because the mind leads the market, you need to be able to go beyond established thinking patterns.

Al and Laura Ries put it this way, "Unless you can define a new brand in terms of a new category, then your brand is unlikely to be successful." They term this, "Thinking category first and brand second."

In this way, medicine is the existing brand. Doctors are the existing product.

You are unlikely to create a new brand of healthcare in the existing brand of medicine.

Instead, create a whole new category... empowerment care, wellness care... then, establish your brand in this new category!

So how do you create a new category that you can be first in? Here are some examples:

- Amazon.com, the first online bookstore.
- Calloway Big Bertha, the first oversized golf driver.
- Evian, the first expensive bottled water.
- Domino's, the first home-delivery pizza chain.
- INT, the first empowerment care wellness practice.

- Swatch, the first fashion watch.
- Polaroid, the first instant camera.

As Al and Laura Reis describe, “These brands [and many, many others] were built by creating the perception that they were the first in a new category. It’s not necessary to actually be first, it’s only necessary to create the perception that your brand was first.

In this regard, you don’t build the brand... you create the category and that category is normally a divergence of or an expansion in an existing category!”

There is of course an important principle to adhere to in the expansion or divergence of new categories in the creation of brands. Do not grow too close to that which you are diverting or expanding from, do not emulate them so closely that you are indistinguishable or you will suffocate and die. The lesson here is, as wellness practitioners, if we emulate medicine too closely, become too mechanistic, we are likely to suffocate as a profession.

It concerns me that chiropractic, osteopathy and massage are all endeavouring to align themselves with the medical model to gain credibility and acceptance. The challenge here is that we may become so *aligned* that we are indistinguishable, we are no longer a separate category and we become a subset of the existing category of whom the market later is unlikely to shift or change.

In reality, we need to distinguish ourselves, though our divergence needs to define us completely and separately and distinctly in a different category. Doing so gives us the opportunity to flourish. As far as reality goes, we can never do medicine better than medicine. We can do wellness care better than medicine but only if we remain wellness care based; if we remain philosophically intact, divergent from the mechanistic philosophy that is the underpinning of medicine.

Here's an example of a few more new categories and creating a market and brand based upon those new categories.

- Red Bull, the first energy drink.
- PowerBar, the first energy bar.

The reason we share this now is to remind you that, as Al and Laura Ries advise in their book, *The Origin of Brands*, “You need two names, not just one... a branded name and a category name.”

The category names in the above examples are energy drinks and energy bars, the product names are Red Bull and PowerBar.

In the INT example, empowerment care becomes the category, or for different considerations, wellness care, transformational and lifestyle care or health and lifestyle coaching.

These categories tell us, “I’ve got to change my life,” and, “I’ve got to experience incredible health, energy and vitality,” to experience true wellness.

The business name becomes the brand in this category.

INT
Wellness
Your Health Practice

Find the name in the category and you have the brand and the mental image for the creation of that brand.

And where do you find these categories?

Al and Laura Ries answer this question as follows, “On the main street or in the mall? In the drugstore, in the department store or in the supermarket? None of these places. Categories exist in the mind. You create categories in exactly the same way you create brands. By positioning the name of the category in the mind of the prospect.”

Then, once you have your brand, you need to start adding attributes to give depth to that brand.

The category of empowerment care and the brand of INT may have attributes such as:

- Real care.
- Genuine care.
- Compassion and sensitivity.
- Education, coaching and support.
- Wellness care.
- Dealing with the cause not the effect.

The attribute defines why your practice is the place to go and under what terms.

In the same way that Starbucks is not a place for coffee as much as it is a place to meet friends.

And once you have clear understanding of your category, your brand and the attributes, how do you succeed in bringing that to the public?

The best, most effective way, will be as a result of public relations, not advertising. It will be a process of communication with existing clients and embedding deep within their subconscious mind an understanding of your category, your brand and having them align

with that in their behaviour and thinking patterns... and then having them tell everybody, making your ideas viral.

However, that's a topic discovered in the other elements of the *Marketing Alchemy* Program.

SO HOW DOES THIS RELATE TO YOUR BUSINESS?

In reality, branding may be a long way from where you are in business [well, at least in your mind it is].

However, Frank Delano in his book, *The OmniPowerful Brand*, reminds us of the following key branding considerations:

- “The corporate name is also the company’s brand name and it should be managed as a brand, not as a corporate signature.”
- The salesperson [including practitioner, business owner and support team] explaining the product [or service] to the potential [new client] is the brand name.
- The guarantee or warranty behind the product [or service] is the brand name.
- The service and support behind the product [or service] is the brand name.
- A new business venture is the brand name.
- A contractual handshake is the brand name.”

In essence, treat your current business as a brand in its evolution to being a brand.

Of course, this only applies if you are already in business. If you’re not in business, there are a few other considerations.

When establishing a name for your business, recognize that it is going to become your brand so choose the business name thoughtfully.

- Make sure that people will be able to spell the name.
- Make sure people will be able to say the name.
- Make sure people can visualize the word.
- The phonetics of the word should spell as the word.

Too many people get cute, clever and far too creative in business name selection, or far too boring and use their own name which may be difficult to spell or less than catchy, and undermine their branding as a result.

All of this is because the names that we have an affinity with and identify with are names that we feel comfortable about, that we can know by heart and easily pass from our mouths to others, both in our writing and when expressed audibly.

Delano provides the following advice in devising a brand name:

“Beginning and ending a brand name with the same letter can make the product sound and look like it’s on the cutting edge:

Elle
L’Oreal
Ortho Chemicals
Altima

Adding a vowel to the end of a certain American English word can transform the word into a proprietary trademark.

Example:

Lyrica, a drug name for a drug that treats psychotropic conditions.
Humana, managed healthcare products.

A brand name that ends in a can also make the product sound and look friendly and inviting.

A created name that ends in the syllable va, which means “to go forward” in Latin-based languages, can have a built-in international appeal.

Example:

Aptiva, IBM’s PC brand
Captiva, Polaroid’s instant camera brand

Brand names that start with the letters ch, which mirror such familiar words as church, charity, cheerfulness and children, can bring to mind thoughts of goodness, joy, and fulfilment.

Example:

Cheerio’s, a leading breakfast cereal brand.

A simple way to make a product name more masculine is to end it with the vowel o.

Example:

Terrano, Nissan’s 4x4 sport utility line.

The letters *q* and *j* can imply that the product is special.

Example:

The *x45* and *j30*, a part of the Infiniti car lines.

Brand names that feature or end with the letters *um* can impart a sense of tranquility, resolution and clarity.

Example:

Tums, antacid product.

To convey the image of advanced technology, scientific breakthrough or superior performance, the letter *z* can be very effective if carefully arranged in the product's brand name.

For example:

Prozac, the anti-depressant.

Zoloft, became a better selling anti-depressant.

300Z, the Nissan sports car.

Brand names made up of only one syllable and three or four letters can have a strong impact and are easily remembered.

For example:

Fab, detergent.

Tide, detergent.

Brand names consisting of multiple syllables and of nine or more letters can convey stature and importance by their very scale.

For example:

Microsoft

Primerica

Compare the prestige of this name with names such as Clark's Rubber.

Family names with more letters also convey stature.

For example:

Rockefeller and Roosevelt hold more prestige in their sound compared to Jones and Clark."

INTEGRATED BRANDING

It is now time to put these lessons into practice.

- First, define your brand.
- Then, make sure that every aspect of your practice enhances the brand's awareness in the minds of your clients. Make sure your brand is conveyed in your marketing, sales and client education. Ensure your brand is reflected in your practice image, presentation and appearance. Confirm each team member represents and expresses the brand in their interaction with the clients and the community and then,
- Continually reinforce your brand.

I'll leave you with a final thought:

Most companies don't *build* brands...they leave it to chance. Even so, they still have a brand...just not one of their design.

This path is not for you. You will build a powerful, recognisable and valuable brand consistent with the image you desire.

NOTES

NOTES

*Transforming **your** health care practice **your way***

Practice Mastery Institute 1st floor, 142 Monaro St, PO Box 76 Queanbeyan NSW 2620
t. 1800 770 217 f. +61 (2) 6284 2795 e. info@practicemastery.com.au www.practicemastery.com.au