



Define

Defining your brand starts with writing down current elements of your practice. How do you describe yourself to clients and prospects today? This includes what you do and your motivation for doing it. Also consider the clients you serve, as well as your ideal clients. Use clear, definitive statements. This will establish a foundation on which to build your brand.

Why do I do what I do?

Think of what motivates you to do this work each day – the “why” behind your practice. Maybe it’s a story about an individual you’ve helped that captures the essence of your value.

What are my qualifications?

List what you bring to the table in these three key categories:

C _____

D _____

E _____

Whom do I serve?

Describe your current clientele.
