

### 3-Minute Dental Practice Brand Check-up

How brand savvy is your dental practice? Is your marketing as effective and results-driven as it should be? Here's your chance to find out. This quick assessment—15 simple yes/no questions—will show you where your practice ranks. Use our "butterfly" scoring system to grade yourself and see where your brand stands.

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|---|---------------------------------|--------------------------------|
| 1. Does the culture of your dental business encourage an intimate understanding of your differentiating factor—the <u>one thing</u> that your practice does better or different than your competition?  | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 2. Does your dental team, including front office staff, have a solid understanding of your practices' strengths and future opportunities, and is everyone on your team in agreement with what that is?  | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 3. Does your practice have vision and mission statements? Does your dental team know and embrace the vision and mission for your business?  | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 4. Does your practice have goals that align with your strengths, values, passions, and vision?  | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 5. Can you explain to someone—in fifteen seconds or less (an "elevator pitch")—what your brand essence is? In other words, what's the one thing that differentiates your practice from the competition? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 6. Can your patients and prospects navigate their way through your practice website with comfort and ease? Is it easy for them to understand your offerings and make an appointment?                    | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 7. Does your practice deliver a consistent brand experience across all patient touchpoints?   | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 8. Does your practice have a recognizable "personality"? Do your marketing and communications efforts portray this personality appropriately?   | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 9. Does your dental office have a brand identity manual and brand guidelines (even an informal one) that staff and marketing vendors have easy access to?   | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |

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|--|---------------------------------|--------------------------------|
| 10. Do your marketing plans align with your practices' strategic vision and mission?   | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 11. Does your dental practice express a clear and unique value proposition—your promise to the marketplace—in every marketing piece you deploy?                                      | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 12. Does your practice avoid competing in the marketplace solely on the basis of pricing? (Can you authentically say yours is not a commodity business?)                             | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 13. Does your practice—your brand—attract a steadily growing number of the type of patients you prefer to treat and that you are targeting in your marketing efforts?                | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 14. Does your practices' character (who you are) align with your conduct (how you act) which in turn align with your conversation (what you say in your various marketing messages)? | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |
| 15. Does your practice "live the brand" every day? Are you and your dental team enriching your reputation with every patient interaction?  | YES<br><input type="checkbox"/> | NO<br><input type="checkbox"/> |

### Scoring Your Strategic Brand Check-up

How'd you do? Tally up the number of YES answers and rate your dental brand using our "butterfly" scoring system. Number of YES answers:

**0-4 Yes answers =  
Incubation Stage**

Your brand needs work. Like a butterfly egg, your potential is just beginning and you could use some help. Allow us to show you how to transform your practice with the resources to build, then grow your brand into something worth talking about.



**5-8 Yes answers =  
Caterpillar Stage**

Your dental brand is just starting to get legs and move you forward, but your lack of brand strategy and coordination may be holding your practice—and your marketing results—back.



**9-12 Yes answers =  
Pupae Potential**

You have a solid brand and marketing foundation on which to build, however, you could use some guidance on how to leverage your dominant selling idea into action plans for better marketing results.



**13-15 Yes answers =  
Brand Royalty**

You have clearly mastered the development of your dental brand. Just remember, there's always something more to learn! BrandXcellence can help you to maximize results and leverage your brand for greater success.



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