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Your Guide  
to Branding  
and Growing  
Your Health  
& Wellness  
Practice

# *Differentiate* MAGAZINE

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# Differentiate

## MAGAZINE

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Dear Readers,

In our continuous journey to explore the myriad dimensions of professional and personal growth, this edition brings you a selection of thought-provoking insights and strategies across various domains.

We commence with Tif Loeffler's "Spring into Action and Get Your Goals," a refreshing take on goal-setting that combines humor with practical strategies, urging us to appreciate the small steps towards our broader aspirations. In the ever-evolving tech sphere, "Which Computer Style is Your Best Fit?" navigates the critical choice between laptops and desktops, providing tailored advice for today's fast-paced world.

"Decisive Success: Enhancing Your Decision-Making Skills" delves into the art of refining decision-making abilities, a key competency in navigating life's plethora of choices. Meanwhile, "Operational Excellence Unlocked" offers a comprehensive guide on crafting Standard Operating Procedures (SOPs) to drive success and empower teams, emphasizing consistency, efficiency, and quality in operations.

"The Price is Wrong: Why Charging More Increases Your Sales" challenges conventional pricing strategies, arguing that perceived value often trumps actual value, with insightful strategies to elevate perceived worth. "7 Coaching Myths You Need to Stop Believing" debunks common misconceptions about business coaching, highlighting its significant, yet often

underestimated, impact across various organizational levels.

"Content Marketing: 3 Types of Content to Write on Your Practice's Blog" suggests a blend of industry news, evergreen content, and practice features to captivate and retain readers, underscoring a universal strategy for content engagement. "How to Devise a Content Marketing Plan" further builds on this, emphasizing the importance of a consistent posting schedule, relevant topic areas, and a strategic SEO plan to enhance online visibility and engagement.

Lastly, we explore the pivotal role of branding in healthcare. As patient decision-making becomes increasingly influenced by brand perception, trust, and emotional connection, "The Importance of Branding in Healthcare" examines how effective branding transcends traditional marketing, shaping patient perceptions and choices in profound ways.

Each piece in this edition, from enhancing decision-making skills to understanding the nuanced power of branding in healthcare, is chosen to inspire and guide you through the challenges and opportunities that lie ahead. We hope these articles offer you valuable perspectives and actionable strategies to foster growth, innovation, and success in your professional endeavors.

Warm regards,




**Alice Pettet is the Editor-in-Chief of Differentiate Magazine as well as the founder and Lead Brand Strategist of Neurotic Dog Studios, a branding agency focused on the health and wellness industry.**

**Ms. Pettet can be reached at [editor@differentiatemag.com](mailto:editor@differentiatemag.com)**

MS. PETTEY DEVELOPED THE BRAND MY PRACTICE<sup>SM</sup> PROGRAM WHICH TAKES PRACTITIONERS THROUGH THE PROCESS OF IDENTIFYING THEIR PRACTICE'S EXISTING BRAND, DEVELOPING AN INTENTIONAL BRAND STRATEGY AND ROAD-MAP FOR IMPLEMENTING THE NEW BRAND THROUGHOUT THE PRACTICE. SHE HAS ALSO WRITTEN A BOOK: *BRANDING YOUR PRACTICE: A COMPREHENSIVE GUIDE TO BUILDING A STRONG BRAND IN HEALTH & WELLNESS* WHICH IS NOW AVAILABLE.



# Spring into Action and Get Your Goals

Yay, for springtime and now is the time to set an audacious goal.

Wait- what about January 1 you say?

I say forget January - we want to MARCH confidently toward our goals and spring is the best time - let's take a cue from nature and embrace the gentle breath of spring with fresh vision - nature starts goal setting in the spring planting seeds, and so shall we! As a Positive Intelligence Coach, I know too well the challenges we face when going after what we want, but with the right tools and mindset our goals are there for the taking!

Welcome then, dear reader, to the enlightening world of goal setting 1% style, where we'll combine the incredible wisdom of "Positive Intelligence" and the practical strategies of "Atomic Habits." If you've ever found yourself setting ambitious goals at the beginning of the year only to be sabotaged in record time by one lousy thought of, "Oh why even bother" by January 2, or derailed by the empty allures of social-media scrolling anytime of the year, you're in the right place.

A note that both books discuss the power of 1%: because research shows that small consistent daily steps can bring you the success in life you desire, including the thrills of achieved goals. Let's embark on a journey to transform our goal-setting strategies, armed with a bit of humor, a dash of science, and several sprinkles of self-compassion.

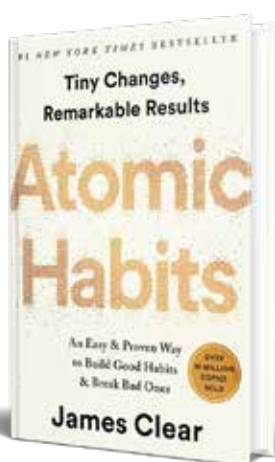
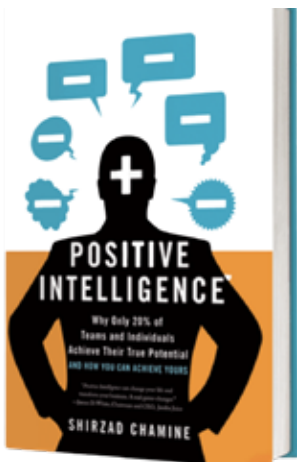
## The Battle of the Brain

Imagine your brain as a quirky sitcom character with two distinct personalities. On one side, we have Positive Peter \ Positive Patty, the part of your brain that's all about sunshine, rainbows, and achieving your dreams. On the other, there's Sabo-



tage Steve \ Sabotage Sarah, the naysayer who loves nothing more than to throw a wrench in your plans with a well-timed "You can't do that!" and takes those beautiful seeds and throws them in the garbage.

According to Shirzad Chamine, the creator of Positive Intelligence, our minds are in a constant tug-of-war between your saboteurs and the real you (also called the Sage). The key to winning this battle in your brain? Mental fitness! Shirzad says that with some curiosity and em-







pathy, we can use our mind to be innovative, and then take inspired action, exploring along the way. Think of Mental Fitness as a gym for your brain, but instead of lifting weights, you're bench pressing aside your negative thoughts and squatting away your self-doubt. Plus, your brain's only about 3 lbs and you can definitely work some reps into your day easy-peasy building on 1% successes, protecting your goal seeds with the energy of a 1000 suns!

### The Atomic Approach to Habits

Or the mighty power of the atom! Enter James Clear, the habit whisperer, who teaches us that Rome wasn't built in a day, and neither are our goals. In his book "Atomic Habits," Clear introduces us to the idea that tiny changes lead to re-



markable results. It's like deciding to floss just one tooth. Sounds silly, right? But once you're in there, chances are you'll think, "Well, I might as well do the rest while I'm at it."

The approach is all about making your goals as gorgeous as a spring-time flower arrangement, and as easy to start as scrolling through Instagram for inspiration. "Atomic Habits" suggests habit stacking, which is essentially tricking your-

self into new habits by piggybacking them onto old ones. For example, "After I pour my morning coffee, I will meditate for one minute." It's like creating a buddy system for your habits, where each one supports and encourages the other. Now your goal is easily planted with high-fives every day.

### The Saboteurs of Success



Can we talk a bit more about those pesky saboteurs? These are the inner critics that "Positive Intelligence" warns us about. They're the party poopers of the brain, always ready to remind you of past failures, future fears, or even convince you

that your goals are about as achievable as befriending a unicorn (who could help you plant those seeds, unicorns are awesome)!

But fear not! The trick is to recognize these saboteurs for what they are: misguided protectors trying to keep you in your comfort zone. Once you've identified them, you can kindly (or not) thank them for their concern and brush them off with the nonchalance of a teenager asked to clean their room for the 1000th time.



Hello, I'm Tif Loeffler,  
**Your Guide to Positive  
Intelligence Coaching**

Ever wonder about the power of your thoughts? They're a constant companion, numbering in the thousands daily. These thoughts can be your greatest ally or your most daunting adversary.

**So, let's ponder a few crucial questions:**

- Who's in charge of your thoughts when it comes to running your business or managing your finances?
- In your marketing efforts, is it the voice of encouragement speaking to your clients and patients, or is it doubt hindering your outreach and follow-ups?
- Consider the influence of your inner dialogue on your interactions with family and friends. Who's steering the ship – your

inner cheerleader or your harshest critic?

- Most importantly, who dominates your thoughts every day? Is it the voice that uplifts you or the one that drags you down?

Have you ever faced a moment in your life and thought, "This will never change," despite desperately wanting it to? If you're nodding along, know this – **you're not alone, and change is within your grasp.**

**Are you ready to unlock the power to transform your life?** Embrace the possibility of change and say **YES** to unlocking your potential.

Let's embark on this journey together. Connect with me - **Talk with Tif**, and let's harness the power of Positive Intelligence to guide you towards a life where your thoughts are your greatest asset.

*Tif Loeffler*  
POSITIVELY YOURS



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## The Power of Tiny Triumphs

"Atomic Habits" teaches us to celebrate the small wins.



Did you manage to read one page of a book today? Congratulations, you're on your way to becoming a bibliophile! It's about acknowledging the power of just getting

started, even if it's only for two minutes. This is the two-minute rule: If a task takes less than two minutes to do, just do it. It's a simple way to bypass procrastination and build momentum. The simple mental fitness exercises in "Positive Intelligence" are around two minutes, because I feel both authors understand that two minutes is more magical than that unicorn you wanted to befriend earlier.

## The Environment is Your Ally



Both "Positive Intelligence" and "Atomic Habits" stress the importance of your environment in achieving what you want. Seeds need good soil and so do your goals. If you're trying to eat healthier but your pantry is a shrine to junk food, you're setting yourself up for a battle of wills and guess who's gonna win when you're famished? The solution? Make your environment work for you, not against you.

Keep the fruits and veggies in plain sight and the chips and cookies out of reach (or better yet, out of the house). It's like setting up a treasure hunt for your future self, where the riches are your own successes, no saboteur pirates in sight, ready to plunder any positive thought in its path' leaving only the remains of wrappers.

## The Social Network of Habits

Let's not forget the impact of our social environment. I mean, we could forget, even more than forgetting when we start those late night scrolls that suck away countless hours. Surrounding yourself with people who share your goals or have habits you admire is like having a 24/7 cheerleading squad dedicated to your success. Trying to quit smoking while hanging out in a smokers' lounge? Not a great idea. Ok that's pretty obvious. How about this: Trying to have more fun and get in better shape by late night binge-watching dance shows while snacking on junk food, versus joining a weekly east coast swing class close to home, where the only thing more uplifting than your new found dance moves is your joyful state of mind? Better times 1000%. Use that 1% style to set out a comfy pair of shoes, mark it on your calendar,



tell a friend what you're up to. Take a moment for a fresh vision of how much fun it's gonna be. Say "hey I'll try it a couple times and see how it goes." Pretty soon each week your toes will be tappin' before you realize, and the seeds of physical and mental fitness will take root with each dance step you take.

## The Journey Continues 1% at a time

As we wrap up our exploration of goal setting 1% style, remember that the path to achieving your goals is not a straight line. It's more like a dance, with steps forward, steps back, and the occasional twirl. The key is to keep moving, keep experimenting, and keep your sense of humor intact, especially with the inevitable occasional fall-on-your-keister moments happen.

So, dear reader, armed with the

wisdom of "Positive Intelligence" and the strategies of "Atomic Habits," go after your goals with the excitement of animals waking up from hibernation ready to prance in the sun (and also, snacks). And when you encounter setbacks, remember to laugh, learn, and say, "Nice try, Sabotagers, but MY seeds are 100% in terra firma!"

In the end, we all know goal setting isn't just about reaching your destination; it's about enjoying the journey, learning about yourself, and having a few laughs along the way. Reaching that goal? It's even better than the unicorn bestie you've got cheering you on! 🐾

**Tif Loeffler** is a Positive Intelligence Coach who assists individuals with taking back control of their lives. Connect with her on: [linkedin.com/in/tif-loeffler/](https://www.linkedin.com/in/tif-loeffler/) | [instagram.com/tifloeffler/](https://www.instagram.com/tifloeffler/) | [facebook.com/tif.loeffler](https://www.facebook.com/tif.loeffler)

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# Which Computer Style is Your Best Fit?



In the ever-evolving landscape of technology, the choice between laptops and desktops remains a pivotal decision for consumers and businesses alike. This article delves into the various types of notebooks, compares them with desktop computers, and explores their respective advantages and disadvantages.

## Laptops: Portability Meets Functionality

Laptops, known for their portability, come in various forms: traditional laptops, ultrabooks, 2-in-1s, and gaming laptops. Each caters to different needs, blending mobility with performance.

### Traditional Laptops:

These are the most common, offering a balance between performance, size, and cost. They are versatile, suitable for a wide range of tasks from word processing to light media editing. The primary advantage is their balance; however, they may not excel in any one aspect, being outperformed by specialized devices in terms of power or portability.

### Ultrabooks/Notebooks:

Characterized by their slim profiles and lightweight designs, ultrabooks are ideal for professionals and students who prioritize mobility. They often



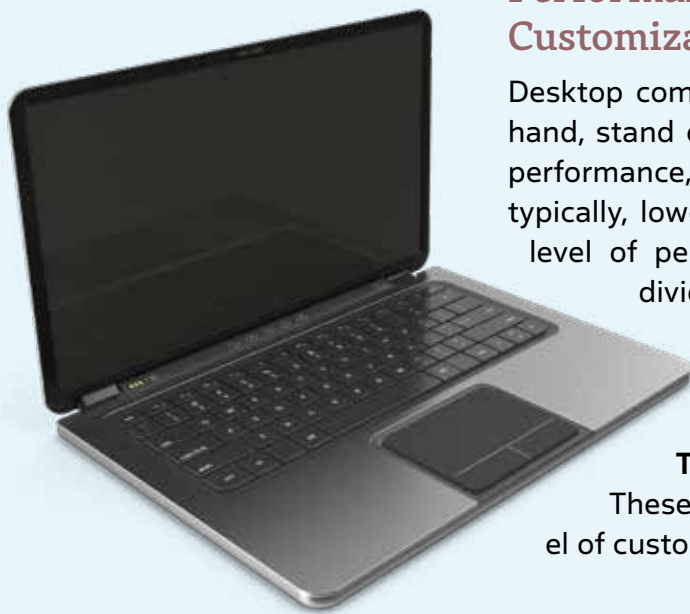
feature long battery life and quick boot times thanks to solid-state drives (SSDs). The compromise here typically comes in the form of connectivity options and sometimes, lesser power compared to bulkier laptops.

2-in-1s:

These devices offer the versatility of a laptop and a tablet in one, with detachable or fold-able keyboards. They are perfect for those who value flexibility and touch-screen functionality for drawing, note-taking, or reading. The drawback is often in the keyboard's ergonomics and sometimes lesser specs for the price, compared to traditional laptops. They also do not have a removable hard drive.

Gaming Laptops:

Designed for high performance, gaming laptops boast powerful CPUs, GPUs, and high-refresh-rate displays. They cater to gamers and creative professionals who need desktop-level performance in a somewhat portable form. How-



Pros and Cons at a Glance

|      | Laptop  | Desktop   |
|------|---|---|
| PROS | <ul style="list-style-type: none"><li>• Portability</li><li>• All-in-one design (including built-in screen, keyboard, and battery)</li><li>• Variety (from ultraportable to high-performance gaming laptops).</li></ul>                           | <ul style="list-style-type: none"><li>• Superior performance and cooling</li><li>• Greater customizability and up-gradeability</li><li>• Usually better value for the same level of performance</li></ul>           |
| CONS | <ul style="list-style-type: none"><li>• Limited upgradeability</li><li>• Generally higher cost for equivalent performance compared to desktops</li><li>• Often shorter lifespan due to the compact design leading to overheating issues</li></ul> | <ul style="list-style-type: none"><li>• Lack of portability</li><li>• Requires more space,</li><li>• Not typically sold as all-in-one packages (monitor, keyboard, and mouse often purchased separately).</li></ul> |

ever, they are usually heavy, have shorter battery life, and are more expensive.

Desktops: Unmatched Performance and Customizability

Desktop computers, on the other hand, stand out for their superior performance, upgrade-ability, and typically, lower cost for the same level of performance. They are divided into traditional towers, all-in-ones, and compact or mini PCs.

Traditional Towers:

These offer the highest level of customizability and power,

suitable for gaming, intensive computational tasks, and professional media creation. They can be easily upgraded and repaired, extending their useful life. The downside is their immobility and the space they require.

All-in-Ones:

These desktops integrate the computer's internals with the display, offering a sleeker design suitable for offices and homes with limited space. While they save on space, their ability to be upgraded is significantly limited compared to traditional towers.

Compact/Mini PCs:

Small form factor PCs that can perform a variety of tasks without taking up much space. They are ideal



Hi, I'm Abby. When I get a call, something has gone wrong. People are usually in a panic. Their computer has gone down and many

times their immediate thought is they have a virus and they don't know how they are going to keep their business running.

I do the two most important things I can to fix your system, I listen to what you have to say and then I ask questions to work out what has gone wrong.

Sometimes it's a quick fix, and other times I need to remotely access your system to correct the problem. This is done safely, with your consent and with you in control.

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for everyday computing, media centers, and digital signage. The trade-off is typically in performance and upgradeability.

## Conclusion

The choice between a laptop and a desktop boils down to the user's specific needs. For those valuing portability and convenience, laptops, with their variety, offer compelling options. Conversely, for users prioritizing performance, upgradeability, and value, desktops are unmatched. Within each category, the subtypes cater to niches, ensuring that regardless of one's priorities—be it gaming, professional work, or casual use—there's a suitable option. Ultimately, the decision should be informed by a careful consideration of one's needs, budget, and the inherent trade-offs between portability and performance. 

**Abidel Bassie-Cripps**, better known as Abi, is a tech support specialist with over three decade of experience in the information technology industry.

With her technical skills and educational background, Abi excels at troubleshooting problems and resolving issues within computers. She has helped businesses from all industries diagnose and solve their computer problems. (<https://tech-assist.ca>)



# Unlock the Power of Branding for Your Health or Wellness Practice

Discover the transformative strategies to elevate your health or wellness practice with our essential guide.

*Branding Your Practice* is not just a book; it's your step-by-step blueprint for cultivating a powerful brand identity.

From the essential benefits of branding to the intricate steps of creation and management, this book is your all-in-one resource for understanding and mastering your practice's branding. Delve into:

**Branding Benefits and Investment:** Grasp the importance of a well-crafted brand and the value it brings to your practice.

**Foundations of Branding:** Decode the elements that make up a brand and learn how they interplay to form a cohesive identity.

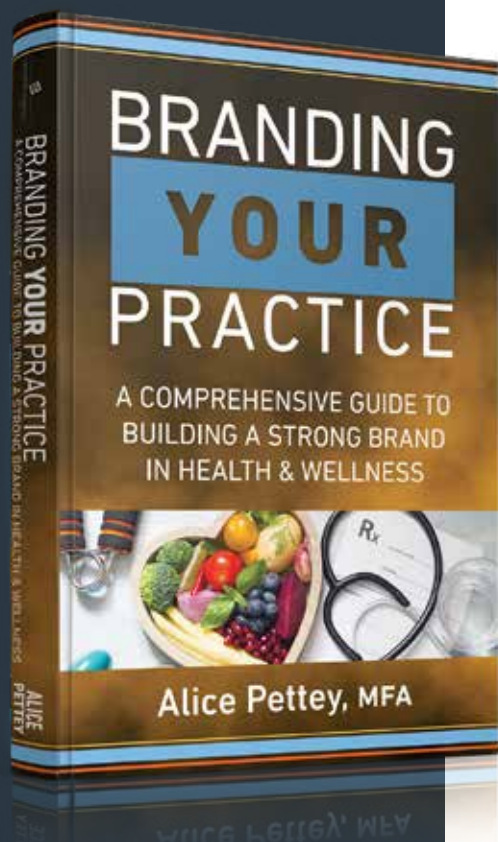
**Creating Your Brand:** Engage in a deep dive to construct your brand with precision, covering aesthetics, voice, and the overall patient experience.

**Internal Branding & Culture:** Reflect inward to ensure your team embodies the essence of your brand, reinforcing it with every patient interaction.

**Social & Reputation Management:** Master your online presence and reputation, steering the public perception of your practice towards the positive.

**References & Resources:** Gain access to a comprehensive toolkit, complete with worksheets and digital assets, to support both the development and ongoing maintenance of your brand.

*Branding Your Practice is more than a read; it's an investment in your practice's future. Embrace the journey to a more distinct, memorable brand and watch as the right patients find their way to your door.*



Alice Pettey

Founder of Neurotic Dog Studios, a branding and design agency.

Editor of Differentiate Magazine, a quarterly magazine dedicated to helping practitioners brand and grow their practice.



BRANDINGYOURPRACTICE.COM

# *Enhancing Your Decision-Making Skills*

Life is shaped by the decisions we make, but not all lead to desired outcomes. Fortunately, decision-making is a skill that can be developed. This article provides practical advice and techniques to enhance your decision-making abilities. It discusses analytical thinking, intuitive navigation, collaborative exploration, and proactive architecture as decision-making styles.



By building your decision-making skills, you learn to leverage the strengths and mitigate the limitations of different decision styles. Gathering an effective decision-making toolkit is crucial to that growth. Tools can include prioritization methods like the Eisenhower Matrix and Pareto Principle, structured frameworks like SWOT analysis, and self-reflection and intuition.

Aligning decisions with values and long-term goals brings fulfillment and purpose. By making choices that resonate with your authentic self, you create a clear path towards desired outcomes. Embracing confidence and growth in decision-making is key. Decisions are opportunities for learning and personal development in various life contexts.

## Exploring Decision-Making Approaches

Beginning to unlock your decision-making potential requires an understanding of different decision-making styles. By considering and identifying your preferred approach, you can leverage its specific strengths and overcome its

limitations or risks. A few key decision-making styles will illustrate this concept further.



Analytical

### Analytical Thinkers: Leveraging Data and Logic

Analytical decision-makers thrive on data, facts, and logical reasoning. They meticulously gather and analyze information, considering every aspect before arriving at a conclusion. When faced with a career decision, for instance, an analytical decision-maker would research various industries, job prospects, salary data, and growth opportunities. They might create spreadsheets, compare pros and cons, and conduct in-depth interviews to ensure they have a comprehensive understanding of the options at hand.

By relying on a data-driven approach, analytical decision-makers mitigate risks and maximize their chances of making well-informed choices. While their attention to detail and thorough analysis mitigate risks, there is a potential for analysis paralysis. Over-reliance on data and excessive scrutiny can lead to a delay in making decisions or an inability to act swiftly in dynamic situations.



Intuitive

### Intuitive Navigators: Trusting Your Instincts

Intuitive decision-makers rely on their gut feelings and instincts to guide their decision-making process. They possess a deep sense of self-trust and often make quick, spontaneous decisions based on their intuition. For example, imagine an entrepreneur launching a

new product. An intuitive decision-maker would trust their instincts to gauge market demand, identify trends, and sense what would resonate with consumers. They might rely on their gut feelings and seize opportunities, even without concrete evidence.

Intuitive decision-makers embrace ambiguity and trust their inner compass to navigate through uncertainty. While their ability to make swift choices can be advantageous, intuitive decision-makers may be prone to biases and subjectivity. Their reliance on intuition alone can lead them to overlook critical information or fail to consider alternative perspectives, potentially leading to suboptimal outcomes.



**Collaborative**

### **Collaborative Explorers: Valuing Diverse Perspectives**

Collaborative decision-makers value input from others and actively seek diverse perspectives. They understand that collective intelligence often leads to better outcomes. When faced with a major

life decision, such as relocating to a new city, a collaborative decision-maker would consult friends, family members, and experts. They would hold brainstorming sessions, engage in open discussions, and consider different viewpoints.

By involving others in the decision-making process, collaborative decision-makers tap into a wealth of knowledge and benefit from diverse insights, ultimately making more well-rounded choices. However, the collaborative decision-making style can face challenges such as group-think or decision-making by consensus. In group-think, individuals may conform to a dominant perspective without critically evaluating alternatives. Decision-making by consensus can lead to compromises that dilute the clarity and effectiveness of decisions.



**Proactive**

### **Proactive Architects: Taking Charge of Choices**

Proactive decision-makers take charge of their decision-making

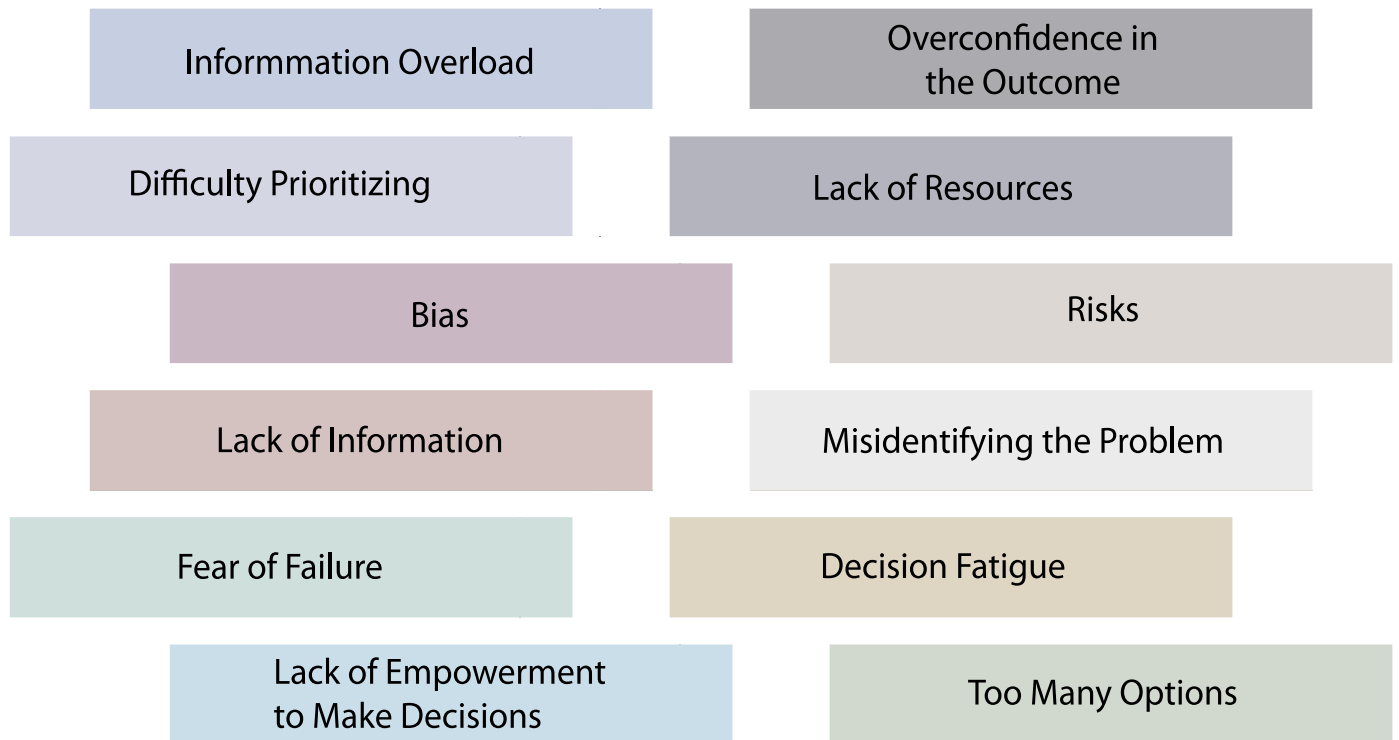
process. They understand the importance of being assertive and deliberate in making choices. For instance, when confronted with a financial decision, such as investing in stocks, proactive decision-makers would educate themselves on investment strategies, market trends, and risk management techniques. They would take the initiative to seek advice from financial advisors, attend seminars, and continuously update their knowledge.

Proactive decision-makers embrace a proactive mindset, empowering themselves to take calculated risks and seize opportunities. While their proactive approach allows them to do this, there is a risk of becoming overly confident or impulsive. Proactive decision-makers may overlook potential risks or fail to evaluate thoroughly the consequences of their choices.

By exploring these different decision-making styles, identifying the one that resonates with you, and being aware of their limitations or risks, you can make more informed choices. Each style has its strengths and weaknesses, and embracing a balanced approach that leverages the strengths while mitigating the limitations will empower you to navigate the complexities of life with confidence and achieve decisive success.



# Decision-Making Hurdles



## Overcoming Challenges in Decision-Making

Decisions are not without their challenges. We often find ourselves facing common errors and pitfalls that hinder our ability to make effective choices. One such challenge is analysis paralysis, where we become overwhelmed by excessive information and struggle to make a decision. Imagine you are considering buying a new car. The endless options, features, and reviews can lead to analysis paralysis, leaving you unable to choose.

Another challenge is bias, which can cloud our judgment and lead us astray. Confirmation bias, for example, may cause us to notice more readily or even seek out information that confirms our preconceived notions. Availability bias

may make us rely heavily on easily accessible information, ignoring relevant but less accessible data.

Overcoming these obstacles requires a proactive approach. Setting clear decision-making criteria can help you stay focused and avoid being overwhelmed by excessive information. When choosing a holiday destination, you might set criteria such as budget, preferred activities, and desired weather conditions. Setting criteria allows you to be consistent in your assessment and comparison of options.

Seeking diverse perspectives is another valuable strategy. By actively seeking input from others, you gain fresh insights and challenge your biases. Consult friends, family, or experts who have experience or

expertise in the area you are making a decision about.

Lastly, it is essential to be aware of biases and take steps to mitigate them. Engage in critical thinking, question your assumptions, and consider alternative viewpoints. By consciously striving for objectivity, you can make more informed and balanced decisions.

With these strategies in mind, you can navigate the challenges of decision-making and make choices that align with your goals and values. Overcoming analysis paralysis and challenging biases allows you to approach decisions with clarity and confidence. Effective decision-making is a skill that can be developed and honed. With a proactive mindset and the right tools, you can unlock your decision-making potential.

Eisenhower Matrix

|               | Urgent  | Not Urgent   |
|---------------|---|--|
| Important     | <b>DO:</b><br>Tasks with deadlines or consequences.                                     | <b>Schedules:</b><br>Tasks with unclear deadlines that contribute to long-term success |
| Not Important | <b>DELEGATE:</b><br>Tasks that must get done but don't require your specific skill set. | <b>DELETE:</b><br>Distractions and unnecessary tasks.                                  |

Building an Effective Toolkit for Decision-Making

An effective decision-making toolkit equips you with the necessary tools and techniques to enhance your decision-making abilities. Prioritization methods, such as the Eisenhower Matrix and the Pareto Principle, are pivotal in helping you navigate the myriad choices you face and identify the most critical decisions.

Prioritization Methods: Eisenhower Matrix and Pareto Principle

The Eisenhower Matrix categorizes tasks based on their urgency and importance. The matrix sorts decisions into quadrants: "urgent and important," "important but not urgent," "urgent but not important," and "neither urgent nor important". With this categorization in place, you can focus your attention and energy on the most vital choices.

This method helps you eliminate or delegate non-essential decisions, allowing you to allocate your resources effectively and progress towards your goals.

Another powerful prioritization tool is the Pareto Principle, also known as the 80/20 rule. It states that roughly 80% of outcomes result from 20% of inputs. Applied to decision-making, this principle suggests that a small portion of decisions often yields the most significant impact. By identifying the key decisions that will have the most substantial consequences, you can allocate your time and effort accordingly. For example, in a business context, you can focus on the 20% of clients or products that generate 80% of the revenue, allowing you to prioritize resources and maximize returns.

SWOT Analysis

|          | Helpful (+)   | Harmful (-)  |
|----------|---|--|
| Internal | <b>STRENGTH:</b> <ul style="list-style-type: none"><li>• What do we do well?</li><li>• What have our customers or partners told us they like about us?</li><li>• In what areas do we outpace our competitors?</li><li>• What's unique about our business, products, or services?</li><li>• What assets do we own?</li></ul> | <b>WEAKNESS:</b> <ul style="list-style-type: none"><li>• What can we improve?</li><li>• What are our customers or partners dissatisfied with?</li><li>• Where do we fall behind our competitors?</li><li>• Where are we lacking in knowledge or resources?</li></ul>               |
| External | <b>OPPORTUNITY:</b> <ul style="list-style-type: none"><li>• What emerging trends can we take advantage of?</li><li>• Which of our strengths might be valuable to potential partners?</li><li>• What adjacent markets might we tap into?</li><li>• Are there geographic locations with less competitions?</li></ul>          | <b>THREAT:</b> <ul style="list-style-type: none"><li>• What is our competition doing?</li><li>• How could our weaknesses leave us vulnerable?</li><li>• What market trends are we unprepared for?</li><li>• What economic or political issues could impact our business?</li></ul> |

Structured Frameworks: Harnessing the Power of SWOT Analysis

Structured decision-making frameworks provide a systematic approach to evaluating options and considering potential outcomes. One widely used framework is the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). It helps you assess the internal strengths and weaknesses of a decision as well as external opportunities and threats. When deciding whether to start a business, you could use a SWOT analysis to

identify your own strengths and weaknesses as an entrepreneur, analyze market opportunities, and evaluate potential threats from competitors or economic factors. This structured approach allows you to weigh the pros and cons of a decision and make more informed choices.

### Self-Reflection and Intuition: Tapping into Inner Wisdom

Practicing self-reflection is vital for making choices aligned with your values and aspirations. Engaging in self-reflection helps you understand your own motivations, biases, preferences, and values, enabling you to make decisions that resonate with your authentic self.

Trusting your intuition, that inner voice that provides subtle guidance, can also be a valuable tool. Sometimes, our intuition can access valuable insights your conscious mind may not grasp. By honing this intuitive sense, you can tap into your inner wisdom and make choices that align with your aspirations.

By incorporating prioritization

methods such as the Eisenhower Matrix and the Pareto Principle, structured decision-making frameworks like SWOT analysis, self-reflection, and intuition into your decision-making toolkit, you will gain the confidence and clarity to make choices that lead to decisive success. Decision-making is a skill that needs work, but with these tools and techniques, you are better equipped to do that work effectively.

### Aligning Choices with Values and Goals

Each decision you make should be in harmony with your core beliefs and aspirations, acting as stepping-stones towards your long-term goals. When you align your decisions with your values, you create a sense of integrity and authenticity in your choices.

Consider the example of someone who values environmental sustainability and wants to make a career change to work in a field that promotes eco-friendly practices. If they align their decision with their

values, they might explore opportunities in renewable energy, sustainable agriculture, or environmental advocacy. This alignment not only brings personal satisfaction but also a sense of purpose, as their choices contribute to a cause they deeply care about.

Aligning decisions with long-term goals is also important. Every decision taken by an entrepreneur launching a new business, from choosing a target market to selecting suppliers, should align with their long-term goal of building a successful and sustainable enterprise.

Alignment also helps with avoiding regret and the feeling of being off course. When decisions are not aligned with values and long-term goals, individuals may experience dissatisfaction and a lack of fulfillment, even if they achieve short-term success. Consciously aligning your choices with what truly matters to you will create a sense of congruence and a clear path towards your desired outcomes.

It is important to note that align-

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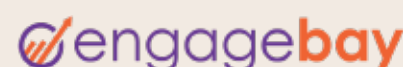


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ment does not mean ignoring practical considerations or sacrificing short-term gains. It is about finding the intersection between what you value, your long-term goals, and the practical realities of the situation. It also involves making choices that honor your core principles while considering the external factors that can influence outcomes.

Without a clear articulation of your own values and ambitions, the quality of your decisions will suffer. Alignment of decisions with values and long-term goals brings clarity,

purpose, and a sense of fulfillment.

## Embracing Confidence and Growth

Fostering confidence in your decision-making abilities becomes paramount as you progress and recognize that decisions are not simply moments of choice but opportunities for growth and learning. Embrace the mindset that even if outcomes don't align with your expectations, valuable lessons can still be gleaned from every decision you make.

Instead of being overwhelmed by the fear of failure, approach decisions with a growth mindset. View decisions as opportunities to explore new possibilities, perhaps expanding your skills and discovering your true passions. By embracing the idea that each decision is a stepping-stone on your path to success, even if the decision itself leads to a setback in the short term, you free yourself from the paralysis of self-doubt and open doors to new opportunities.

You can apply the techniques and strategies you learn to various life contexts. When managing relationships, for instance, embrace the concepts of open communication and active listening. Understand that decisions involving relationships require empathy, understanding, and compromise. Actively applying effective decision-making techniques will allow you to navigate relationship dynamics, resolve conflicts, and nurture healthy connections.

When pursuing personal goals, remind yourself that each decision you make contributes to the bigger picture. Whether it means adopting a healthier lifestyle, pursuing a creative passion, or seeking personal growth, align your choices with your vision of a fulfilling and prosperous future. Recognize each decision as an opportunity to both pursue and clarify that vision.

By working on your decision-making skills, you cultivate a mindset of resilience, adaptability, and

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self-belief. Rather than allowing fear to dictate your decision-making, approach choices with conviction and trust in your abilities. Embrace the knowledge that every decision, whether it leads to the desired outcome or not, contributes to your personal growth and development.

### Achieving Decisive Success Through Enhanced Decision-Making

Enhancing decision-making skills is key to achieving decisive success in all aspects of life. By exploring different decision-making styles, overcoming challenges, and building an effective toolkit, you empower yourself to make informed choices that align with your values and long-term goals.

Understanding analytical thinking, intuitive navigation, collaborative exploration, and proactive architecture helps you adopt a balanced approach. Setting criteria and seeking diverse perspectives overcome obstacles and bring clarity to complex situations.

Decision-making toolkits include prioritization methods like the Eisenhower Matrix and the Pareto Principle. Structured frameworks such as the SWOT analysis provide a systematic evaluation. Self-reflection and intuition tap into inner wisdom, guiding choices in alignment with aspirations.

Aligning decisions with values and goals brings integrity and purpose to your choices. This congruence avoids regret and dissatisfaction, paving a clear path to desired outcomes. Embracing confidence and growth, decisions become opportunities for learning and exploration. Honing decision-making skills unlocks the potential for decisive success, shaping a future of clarity and purpose. 

**Dr. John** has a PhD in English Literature and extensive experience in scholarly research in the field. He's taught literature courses at university level and have held postdoctoral research posts in Irish Studies.

He has also completed the Diploma in Accounting and Business offered by the ACCA (Association of Chartered Certified Accountants), passing the Accountant in Business, Management Accounting, and Financial Accounting exams.



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Operational Excellence Unlocked:

# *Your Ultimate Guide to Crafting SOPs That Drive Success and Empower Teams*

In the pursuit of operational excellence, the creation of effective Standard Operating Procedures (SOPs) emerges as a fundamental strategy for businesses aiming to ensure consistency, efficiency, and quality across all operations. As the linchpin of training, compliance, and quality control, SOPs simplify complex processes into digestible, easily-followed guidelines. This not only boosts productivity but also cultivates a culture of continuous learning and improvement within any organization. Drawing from industry practices and expert advice, this article offers a comprehensive guide to writing SOPs that instruct and empower.

## A Step-by-Step Guide

### 1. Begin with Clarity

Transform dense, technical descriptions into clear, concise content. Use plain language and bullet points to cater to varying comprehension levels, ensuring the most critical information takes precedence.

### 2. Teach, Don't Just Tell

Design your SOPs to educate. Break down tasks into manageable steps, employing a teaching approach that deepens understanding and skills among your workforce.

### 3. Accessibility is Key

Make SOPs easily accessible through digital documentation tools, allowing for instant, on-the-job reference and reducing barriers to information access.

### 4. Consistency Matters

Adopt a standardized format across all SOPs to help users quickly grasp and apply the instructions, streamlining the learning process.

### 5. Embrace Visual Learning

Support textual instructions with clear visuals and videos. This ap-

proach not only enhances comprehension but also simulates a more engaging learning experience.

### 6. Keep Language Simple

Write in simple, jargon-free language to ensure broad understanding and make your SOPs accessible to a diverse workforce.

### 7. Collaborate with Experts

Leverage the knowledge of experts to refine your SOPs, ensuring they effectively facilitate training and skill development.



## Standard Operating Procedure (SOP) for Patient Check-In Process

SOP Title: Patient Check-In Process

SOP Number: MED-PCP-001

Effective Date: [Date]

Review Date: [Date]

Approval: [Name/Position]

### Purpose

To standardize the patient check-in process at [Medical Practice Name], ensuring a smooth, efficient, and patient-friendly experience that minimizes wait times and enhances patient satisfaction.

### Scope

This SOP applies to all front-desk staff and medical assistants involved in the patient check-in process at [Medical Practice Name].

### Responsibilities

- **Front Desk Staff:** Responsible for greeting patients, verifying information, and handling paperwork.
- **Medical Assistants:** Assist with preliminary data collection if required.
- **Practice Manager:** Ensure staff compliance with the SOP and handle any discrepancies or patient complaints related to the check-in process.

### Procedures

- **Greeting Patients:**
  - Greet patients promptly and courteously as they enter the clinic.
  - Use simple, clear language to welcome them and ask how you can assist.
- **Verification of Appointment:**
  - Confirm the patient's appointment details using the clinic's management software.
- **Ask for the patient's name and date of birth for verification.**
- **Patient Information Update:**
  - Verify patient contact information and insurance details. Ask patients to confirm or update any changes.
  - Use a digital tablet or paper forms for updates to ensure accessibility.

## 8. Stay Current

Regularly update and revise your SOPs to reflect best practices and ensure reliability and trustworthiness of the documentation.

## 9. Validate with Novices

Test your SOPs with individuals unfamiliar with the tasks to identify areas needing clarification, thereby improving their utility.

## 10. Feedback and Control

Implement feedback loops and version control to continually enhance your SOPs, engaging your workforce in a collaborative improvement process.

## Enhancing SOPs: Incorporating Additional Strategies

### Prioritize Key Information:

Lead with the most important details to ensure key points are quickly understood.

### Optimize for Readability:

Use lists and bullet points to break up content, making instructions more scannable.

### Digital Delivery:

Ensure SOPs are available in digital formats for easy access and real-time updates.

### Leverage Visual Demonstrations:

Use photos, diagrams, and videos to clarify complex steps, providing a hands-on training feel.

### Expert Consultation:

Engage with specialists to create informative and educational instructions that support workforce development.

- **Health History and Consent Forms:**
  - Provide new patients with health history and consent forms. Returning patients should be asked if there have been any changes to their health or medication since their last visit.
  - Explain the importance of accurate health information for their care.
- **Insurance Verification:**
  - Verify insurance details with the provided card and confirm the scope of coverage.
  - Inform the patient of any co-pay or deductible requirements.
- **Preliminary Data Collection:**
  - If applicable, medical assistants may take preliminary data such as temperature, blood pressure, and reason for visit.
  - Use visual aids and clear instructions to ensure patient comfort and accuracy of information.
- **Waiting Time Communication:**
  - Inform the patient about the expected waiting time.
  - Provide a comfortable waiting area and access to amenities such as water, magazines, and Wi-Fi.
- **Privacy Acknowledgment:**
  - Ensure the patient is aware of the practice's privacy policies and acknowledge their understanding.
  - Use digital devices or paper forms for acknowledgment, catering to patient preference and accessibility.
- **Final Check and Handover:**
  - Confirm that all forms are filled out completely and correctly.
  - Hand over the patient to a medical assistant or guide them to the appropriate waiting area.

Documentation

- All updated patient information and consent forms must be entered into the clinic's management software by the end of the check-in process.
- Paper forms must be scanned and uploaded to the patient's electronic health record (EHR).

Training

- All staff involved in the patient check-in process will receive training on this SOP, emphasizing communication skills, software use, and privacy policies.
- Refresher training sessions will be conducted annually or as needed.

Review and Improvement

This SOP will be reviewed annually or sooner if significant changes in the process or clinic policy occur. Feedback from staff and patients will be considered for continuous improvement of the check-in process.

Approval


Approved by: [Name]  
Position: [Position]  
Date: [Date]

THIS SAMPLE SOP IS DESIGNED TO ENSURE THAT THE PATIENT CHECK-IN PROCESS AT [MEDICAL PRACTICE NAME] IS EFFICIENT, PATIENT-CENTERED, AND COMPLIANT WITH HEALTHCARE STANDARDS, AIMING TO PROVIDE A POSITIVE EXPERIENCE FOR BOTH PATIENTS AND STAFF.


Conclusion

Creating effective SOPs transcends mere process documentation; it lays the groundwork for consistent performance, high-quality outputs, and scalable growth. By adopting these strategies and best practices,

businesses can streamline their operations, mitigate inefficiencies, and uphold high standards, propelling growth and success. For entities like Neurotic Dog Studios, which specialize in branding and design for health and wellness providers, SOPs ensure that every

project aligns with the company's mission and meets the elevated standards clients expect, fostering competitive market success. 

Staff Writer — Written with AI, fact checked and edited.



The Price is Wrong:

# Why Charging More Increases Your Sales

Pricing is one of the more elusive aspects of business. Unlike other tasks involved with entrepreneurship, setting rates isn't an exact science. In fact, not only is it confusing, but it's also downright mystical--there's no rhyme or reason why customers prefer one amount over another. The commonsense approach of selling wares cheaply to attract more sales doesn't always work.

The reason why prices are baffling is because it deals with psychology rather than economics. The mind decides rather than nature, and since human beings are rather fickle, they tend to make decisions based on preconceived notions instead of facts.

Therefore, to maximize profitability, value judgment is essential.

## Perceived Value Versus Actual Value

There are two ways to set prices for products or services.

1. Value is Subjective
2. Cost & Value are UNRELATED
3. Price between the Value & Cost

The first and most popular is actual value. This method implies that the business owner calculates the time, effort, or cash spent during production and then uses that number as a baseline to charge the

customer. For example, if the entrepreneur is involved in the car industry, he must first evaluate the total manufacturing costs. Pricing the vehi-

cles at this exact amount will break even--the business neither gains nor loses money. To profit, the entrepreneur must sell his cars above this break-even point. Typically,



*"Revenue is a vanity metric. What you want is profitability."*

— Jonathan Stark,  
*Hourly Billing is Nuts*

*"If we are not seen as more expert than our competition then we will be viewed as one in a sea of many, and we will have little power in our relationships with our clients and prospects"*

— Blair Enns, *The Win Without Pitching Manifesto*



the sweet spot is at the 20 percent mark, which makes it cheap enough to attract clients but expensive enough to keep the store afloat. Actual value has been tried and tested throughout the centuries and is the traditional business pricing process.

On the other hand, perceived value is a somewhat innovative concept that only some entrepreneurs are familiar with. Advocates of this technique recognize the complexity behind customer relationships. They know people tend to buy things based on feelings instead of reason. Therefore, a product or service's price is calculated not on actual value but on the perceived value people associate it with. For example, almost all automobiles in the market today are functionally identical—they will get you from point A to point B comfortably and efficiently, regardless of the model. However, some manufacturers have positioned themselves as luxury brands and charge exorbitant amounts compared to their counterparts. For a quick reference, a typical Ford Ranger is approximately \$30,000.00, while a Bugatti Chiron is about \$3,000,000.00. That's practically a 10,000 percent jump!

## How to Increase Perceived Value

Sadly, it's not simply raising prices that create perceived value. You'll have to make five changes to the product or service itself to produce the effect you want:

- **Function** - function is an absolute requirement for both actual and perceived value items. No matter how much you raise or lower prices, customers will only buy your goods or services if they perform well and meet their needs. Function is non-negotiable and will make or break a business. Broken or ineffective wares will never sell. There is no shortcut.
- **Feature** - actual and perceived values begin to differentiate themselves at this stage. Generally, the more features an item has, the greater its perceived value. Features differ from functions in that they are optional minor enhancements that make the user experience easier and more enjoyable. These improvements increase prestige since customers associate them with positive emotions, making them think the brand is significantly

better than its competitors even though they are functionally the same.

- **Packaging** - at this level, it is almost purely perceived value. Packaging has nothing to do with the functionality and features of the product or service. Instead, it's solely an artistic endeavor. By using visually appealing logos, color schemes, and designs, the brand stands out more in a customer's eyes regardless of its performance. For example, some manufacturers now utilize containers with

**Cost is not Price,  
Price is Not Value.**

matte or polished finishes instead of shipping their wares in plain cardboard boxes.

They also include regal envelopes with letters of appreciation and multiple freebies that are inexpensive to produce but create an image of success and generosity. Packaging also applies to the product itself. The more sleek and stylish the item is the greater its perceived value.

## 14 Tips for Creating Value for Customers

1. *Improve the buying process*
2. *Focus on brand perception*
3. *Get customer feedback*
4. *Make a unique product*
5. *Provide a positive experience*
6. *Prioritize quality over price*
7. *Identify your strengths*
8. *Adjust your marketing strategy*
9. *Educate customers*
10. *Identify your target audience*
11. *Run enticing campaigns*
12. *Reward loyalty*
13. *Provide valuable content*
14. *Get involved*

• **Rarity** - Nothing stops a company from producing thousands, if not millions, of their merchandise. Still, to make more money from a single sale, they will intentionally decrease the supply to raise demand. This technique is a practical, if not artificial, way of boosting perceived value. Customers are willing to pay considerable sums to be part of an elite group. Words like "hand-crafted" are also thrown around to bolster the perceived uniqueness of an item. The non-fungible token (NFT) business is built entirely

on rarity and has yielded tremendous profits for its creators.

• **Brand Image** - Finally, brand image is the most elusive but simultaneously the most effective way of boosting perceived value. The more a product or service is associated with the rich, powerful, and famous, the more it will draw people. As a social experiment and public prank, the well-known discount shoe store Payless once changed its name to the high-sounding word Palessi, placed extravagant chandeliers

and marble statues in its interior decoration, and hired gorgeous models as salespeople. Despite selling the same cheap shoes at jacked-up prices, unsuspecting customers hailed Payless (or Palessi) as the next big thing and shelled out tons of cash.

### Perception is Key

No matter which value-based pricing you prefer, quality comes first. Selling your goods and services becomes irrelevant if no one wants to buy them because of shoddy craftsmanship.

However, once you've established the reliability of your brand, it's time to think about perception. The only way to outperform your competition is to imprint in people's minds the superiority of your wares. Create an air of mysticism and an aura of greatness to justify an increase in prices.

Profits are sure to follow. 

Noel Luis Nunez is a board-certified nurse and a computer science graduate. She is an expert in health and programming. She has also a freelance writer and has two novels.

## Building Your Value Ladder





# 7 *Coaching Myths You Need to Stop Believing*

Over the past decade, business coaching has gone mainstream. A growing number of organizations now leverage business coaches to support leadership talent and boost business performance. In the US, between 2017 and 2022, the business coaching industry has grown an average of 2.8 percent (1).

Clearly, business coaching delivers immense value by enabling organizations to thrive in today's increasingly complex and fast-changing market. Yet some companies still avoid using coaches due to some persistent myths. Here are seven of the most common yet unfounded assumptions about business coaching, helping you sort the facts from fiction and understand the tangible benefits that coaching offers.

## **Myth #1: Business Coaches Are Only for Struggling Companies**

Some assume only struggling companies would use a business coach. However, many successful organizations strengthen their business strategy by regularly engaging coaches. It isn't just about fixing leadership problems; effective coaching helps companies build the skills and capabilities needed to drive long-term success.



Coaches enable organizations both large and small to perform at their peak. This outside expert perspective helps uncover blind spots, nurtures talent, and provides guidance customized to a company's particular objectives.

### Myth #2: It's Too Expensive Compared to the Returns

Another common myth holds that coaching is too pricey considering the returns you get. But the numbers tell a very different story. A study by Metrix Global found that for every dollar spent on executive coaching, companies saw a 788 percent return on that investment (2). The hefty payoff comes from boosted productivity, better employee retention rates, and additional benefits.

Most coaching costs only a fraction compared to rises in revenue, innovation, and employee excellence attributed to focused leadership guidance. The focus on what's working - and what needs fine-tuning company-wide - provides returns significantly higher than the investment.

### Myth #3: Management Already Has the Answers

Some falsely assume that since the current management team has achieved success so far, they must have all the answers moving forward. In reality, even the most accomplished leaders can benefit from outside perspective and guidance. A tailored coaching partnership explores questions that likely haven't surfaced internally yet. The back-and-forth collaboration with an experienced coach ultimately

brings clarity to current and long-term strategies.

### Myth #4: It's a Quick Fix and Not Sustainable

Coaching isn't like taking a one-off training session or going through a short consultation. True coaching has a long-term focus on transforming leadership approaches and unlocking talent.

Rather than quick fixes, skilled coaches provide leaders with practical tools and frameworks to boost long-term performance independently. The goal is to focus on strategies that support continual improvement rather than just achieve a quick fix.

### Myth #5: Coaches Just Tell You What To Do

The most adept coaches use a blend of tactics, not just directives - each coaching approach will depend on the organization and context. Leading questions will allow leaders to uncover their own solutions. In some cases, coaches may recommend specific courses of action as well.

Ultimately, good coaches combine insightful questioning with targeted advice to test ideas. They guide organizations, providing an invaluable expert sounding board along the company's journey.

### Myth #6: There's No Time for Coaching Right Now

An assumption may exist that leadership is too busy dealing with today's challenges to carve out the time for business coaching. However, coaching is designed to integrate efficiently even during test-

ing times.

The right coach will tailor their approach to accommodate the organization's capacity and schedules. They will also help managers examine ways to reduce overwork, in part by unlocking solutions already within their own team's talents. In short, a good coach will help leaders focus on priorities rather than unnecessary tasks.

### Myth #7: Coaching Is Only Useful for New Managers

Some believe that coaching is only useful for newer managers, while experienced executives won't gain as much. But many experienced leaders seek out executive coaching. They understand the value in self-assessment and skills development. Markets shift rapidly, so they use coaches to test new ideas, gain fresh perspectives, and challenge long-standing beliefs. In truth, coaching offers immense value regardless of your experience level.

### Why the Myths Persist

These coaching myths boil down to limited information. Some only see coaching as a last resort for struggling companies, further ingraining the mistaken assumption that seeking outside guidance means failure.

For organizations to get on board with coaching, the key is understanding the concrete benefits. Once leadership realizes how teaming with the right coach can unlock hidden talent and potential within their ranks, their motivation to invest kicks in.

*Continued on page 40*



Content Marketing:

# 3 *Types of Content to Write on Your Practice's Blog*

Whilst most brands realize the need to have a consistently updated practice blog. The content marketing process can be more challenging than it initially looks. However, a great starting point is knowing what types of content to publish. The great news here is this article provides the answer and the information is universal to whatever industry you do business in.



## 1. Latest news relevant to your industry

It's fair to assume that your audience keeps up with your updates at least partly because of the industry you operate in. This means that they will be interested in the latest news within that industry, especially if you can provide a unique take or angle on a story. So, make sure you have good sources of information so you are ready for that blog topic.

Keep in mind that news stories can be bland and a generic piece may not perform well if you aren't first to provide coverage on it. This means you should be quick to react to the latest relevant stories but also be ready to provide a different angle on it. You may wish to also detail what it means for your business and why this creates a challenge or opportunity.



## 2. Evergreen content

It would be a mistake to think you can run your entire practice blog on the back of news stories alone. You want to mix up your content marketing a fair bit to ensure your followers do not get bored of your content because it's too repetitive. One way to achieve this is by writing evergreen articles regularly.

Whilst there is a clue in the name, an evergreen blog piece is the opposite of a news article. The idea is it doesn't have a short shelf life and can keep generating page views for months or even years after it was initially written. This also provides a wonderful opportunity to showcase your expertise because tips and advice are commonly used in evergreen content. So, this is also how you create value in your blog.

Most brands have good intentions for content marketing but generating ideas for a practice blog isn't always as easy as it looks. Part of the challenge is working out what type of content to produce, so this article has hopefully provided some food for thought. Remember on your blog you should feature the latest news relevant to your industry, evergreen content, and features related to your practice. **D**



## 3. Practice features

Yes, your practice blog is also a great place to showcase some of the things happening in your business. There are so many amazing opportunities here depending on what type of blog you wish to run. So, if you want to go full multimedia you could cover a live practice event or do a full case study on some of the work you have been doing.

Remember that users like to know the people involved in your business, so features on staff members are often very engaging. But as a general rule, aim to produce content here that gets to the heart of the culture of your practice. The more you can showcase your uniqueness, the more engagement you are likely to receive.

**James Kent** is a digital marketer with a decade of experience. In particular, he has expertise in digital marketing and social media.



Online Business:

# *How To Devise a Content Marketing Plan*

Most practices recognize and appreciate the need to have regular engaging content on their blog. However, good intentions can easily fail if they aren't backed up by a solid plan. We aim to reduce that risk by detailing which elements should be included in that all-important content marketing plan.

## **Set a schedule for how often you will post new content**

While most practice websites often include a blogging section, it's all too common to see that part of the site neglected. Typically, brands start with good intentions but as other parts of the online business take priority, the last blog post may be months or years ago. Even the

companies that still have a current blog, posts are often not regular enough to generate genuine and measurable results.

So, you might think that's unnecessary to set a weekly or monthly schedule for new content and it will just get done. But too often that doesn't happen and it's easy to neglect your blogging section if you don't have definite days for

publishing. At the same time, you should be realistic and start with a manageable agenda and scale from there, even if that's only one new post per week.

## **Decide what topic areas will be discussed on your blog**

Whilst posting on your blog regularly is important, you also want to make sure the content is relevant to your audience. Therefore, within your content marketing plan should be a list of the topic areas that you want to discuss. This will also make the process of writing



your blog pieces easier because you can refer to your plan to determine if a certain topic is relevant or not.

The relevant topics will vary from business to business. But the general concept here is to provide value to your audience by writing on topics you have genuine insight on. As with everything in business, the more targeted the blog is, the easier it will be to pick up followers. To determine your key topic areas, ensure you research and understand your audience and that will give you a head start to ensure your posts are engaging.

### Have a method for generating ideas

So now you understand which are the key topics and the type of content your audience will engage with. It's also crucial to have a method for generating ideas for your blog. Again, this will depend on the focus of your site. But remember in general you want to write pieces covering your business, your industry and evergreen content.

Therefore, when writing this aspect of your plan think about what is happening in your business and how you can create content from it. Some options here might include

### Using AI in Your Content Marketing Plan

With AI being integrated into so many aspects of our digital world, I wanted to provide some insight as to how it can be used to reduce your time and energy burden in creating your Content Marketing Plan, and your content itself.

Although I do not recommend using AI to totally write your content, AI can be an excellent place to start.

AI can provide you with a great list of topics, title options, and outlines for your posts. AI is an assistant, not a replacement. Be transparent, use AI, but state it: *Written with AI assistance, fact checked & edited.*



covering events you are part of, news you wish to highlight or work you've done. For industry news, you should have good sources of industry information and keep an eye on online trends. Finally, ever-green content tends to not focus on a news story but on areas where you can provide tips/advice that can generate traffic for months or even years after it's been written.

Develop a consistent structure for each piece of content

It's important to allow your creative juices to flow when creating a new piece of content for your blog. If you have to develop the structure each time, this slows the whole process down and your audience will wonder why each blog differs so widely in style. The bottom line here is generally users like to know what to expect from a particular brand. If you think about other aspects of your online marketing, templates and structures are very common when it comes to emails and social media, for example. So, the same

thing should apply to content on your blog. However, to find the right structure it might be necessary to test some different ideas out and measure the results. Once you're onto a winner, then your general structure will be set and it's just the content that needs to change each time.


Ensure you plan your SEO before writing

Assuming one of your main objectives behind writing blog content is to increase web traffic to your site, search engine optimization (SEO) is going to be crucial. Therefore, you don't want to leave that aspect to chance or try to incorporate it when you're writing the piece, as with everything it's easy to forget to do it properly.

At the very least you want to decide on a focused topic with the associated primary keyword, which should go at the start of your title. Planning titles before you start writing is a good habit to get into. Remember with online writing, the key is what users search for. Also,

aim to incorporate your keywords a few times within the body of the content. But remember to not keyword stuff, including a keyword twenty times is not going to help your SEO, and makes you look like a spammer.

When you want your online business to grow, it's tempting to think you want to get stuck into writing great blog content, than spending time planning. However, those plans are key to ensuring your content resonates with your audience and you get the results you want.

This article details some of the key aspects to keep in mind for your content marketing plan. So, before you start writing on your practice blog remember to set a schedule for how often you will post new content, decide what topic areas will be discussed on your blog, have a method for generating ideas, develop a structure for each piece of content, and ensure you plan your SEO before you start writing. 

James Kent is a digital marketer with a decade of experience. In particular, he has expertise in digital marketing and social media.

Planning Your SEO

This is crucial for improving your website's visibility, driving organic traffic, and enhancing user engagement. Here's how to plan your SEO strategy:



1. Set Clear Objectives  
Begin by defining specific, measurable goals for your SEO efforts. Setting clear objectives will guide your strategy and help measure its effectiveness.



2. Understand Your Audience  
Identify and understand the needs, preferences, and search behaviors of your target audience.



3. Conduct Keyword Research  
Use keyword research tools to identify relevant keywords and phrases your target audience uses when searching for health and wellness services. Incorporate these keywords naturally into your website's content, titles, meta descriptions, and URLs.



4. Optimize Your Website's Structure  
Ensure your website is structured logically with a clear hierarchy. Include a mobile-friendly design, fast loading times, and secure browsing (HTTPS).



5. Create Quality Content  
Use a variety of content types, such as blog posts, guides, infographics, and videos, that incorporate your targeted keywords.



6. On-Page SEO  
Optimize on-page elements such as title tags, meta descriptions, header tags, and images (with ALT text) to reflect your target keywords.



7. Off-Page SEO  
Build a strong backlink profile by getting reputable websites within the health and wellness sector to link back to your content.



8. Local SEO  
Optimize your website for local search by including location-based keywords, creating a Google My Business account, and getting listed in local directories.



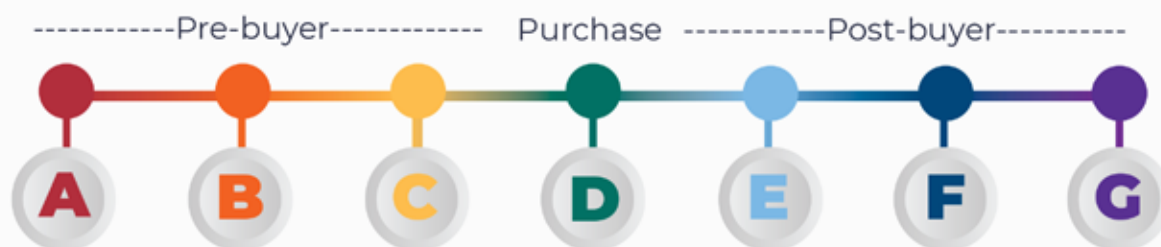
9. Monitor and Analyze Your Performance  
Use tools like Google Analytics and Google Search Console to track your website's performance.



10. Stay Updated SEO Best Practices  
Stay informed about the latest trends, algorithm updates, and best practices to ensure your strategy remains effective.



# PURCHASE JOURNEY

**A**

## AWARENESS

"How do I fix this problem?"

Educational Posts      Trends in your niche  
How to, tips of \_\_\_\_      Misconceptions they have  
Tutorials      Mistakes they are making  
Symptoms of their problems      What they don't know they don't know  
Best \_\_\_\_ or Top \_\_\_\_      Why it's not their fault

PR      Radio / TV      Outdoor Print  
Word of Mouth      Online Display      Events  
Paid Ad Content      Industry/Co. News      Google Adwords  
Influencer Recommendations      Google Search

**B**

## CONSIDERATION

"Which solution is right for me?"

How to, tips of \_\_\_\_      Pros and cons of \_\_\_\_  
Secrets of top \_\_\_\_      Your unique process  
Webinars, Masterclasses      Questions to ask when hiring \_\_\_\_  
Pricing guides      Buying guides or checklists  
Calculators, Estimators      Workbooks or planners

Email      Influencer Recommendations  
Web Sites      Landing Pages      Social Media  
Direct Mail      Content & Blog      Webinars  
Videos/Images      Paid Content      Demos

**C**

## DECISION MAKING

"Should I buy this?"

Educational posts      Trends in your niche  
How to, Tips of \_\_\_\_      Misconceptions they have  
Testimonials      Mistakes they are making  
Symptoms of their problems      What they don't know they don't know  
Best \_\_\_\_ or Top \_\_\_\_      Cost of inaction

Paid Content      Email      Quora  
Web Sites      Landing Pages      Social Media  
Direct Mail      Content & Blog      Webinars  
Guides      Tutorials / Demos      Templates

## PURCHASE

Commitment Made

**D**

Store/Practice      Mobile App/Site      Website

## ADVOCACY

**E**

Turn your buyer into an advertiser/promoter

Special promotions      Referral incentives  
Contests      Testimonials  
Providing "I purchased..." social posts

User Generated Content      Testimonials/Reviews  
Infographics      Case Studies      Checklists  
Memes      Templates      Guides

## NURTURE

**F**

Keeping your buyer engaged after the sale

Educational Posts      How to, tips of \_\_\_\_  
Tutorials      Next steps...  
Case Studies / Testimonials

Community      Social Media      Chat  
Call Center      Reviews      Guides  
Tutorials / Demo      Templates      Support  
Podcasts      Memes      News

## RENEWAL

**G**

Encouraging repurchases or new purchase

Next step(s)...      New / Step up products/services  
Additional symptoms of their problems  
Symptoms of other problems  
--Move back to step 1--

User Generated Content      Testimonials/Reviews  
Infographics      Case Studies      Checklists  
Memes      Templates      Guides

## The Importance of Branding in Healthcare:

# *Exploring the Role of Branding in Patient Decision-Making*

In an era where healthcare is rapidly evolving into a consumer-centric industry, the power of branding has become more influential than ever before. Gone are the days when healthcare choices were made solely based on proximity or basic service offerings. Today, patients are increasingly making decisions in a manner akin to savvy consumers, weighing their options based on brand perception, trust, and emotional connection. This shift underscores a crucial reality: in the healthcare sector, branding is not just an accessory to business strategy; it is a vital component in shaping patient decisions. At the heart of this transformation is the recognition that healthcare providers are not just offering a service, but an experience - one that starts with the very first impression made by their brand. As we delve into the dynamic role of branding in healthcare, we uncover not only its significance in patient decision-making but also the immense opportunities it presents for health and wellness practitioners to differentiate themselves in a crowded and competitive marketplace.

### **The Evolving Healthcare Landscape**

The healthcare industry is witnessing a significant transformation, driven by a combination of technological advancements, shifting patient expectations, and an increasingly competitive environment. As

a result, the landscape of healthcare is evolving from a purely service-oriented model to a more consumer-driven market. In this new era, patients are no longer passive recipients of healthcare; they are active, informed participants making choices about their health and wellness journey.



This shift is largely influenced by the digital revolution. The internet has empowered patients with an abundance of information, enabling them to research symptoms, treatments, healthcare providers, and even compare healthcare experiences. This level of access has turned patients into discerning consumers, who are not just seeking medical treatment but are also looking for healthcare experiences that align with their personal values and expectations.

The modern healthcare consumer is also seeking more personalized and convenient healthcare solutions. They are attracted to brands that not only offer high-quality medical care but also resonate with them on a personal level. This change in patient behavior underscores the need for healthcare providers to adapt by developing strong, relatable, and trustworthy brands.

Moreover, the rise of social media

and online reviews has amplified the importance of public perception in the healthcare industry. Patients now have platforms to share their experiences and opinions, influencing the decisions of others. In this context, a healthcare provider's brand reputation can be significantly impacted by what is shared online, making it essential for them to actively manage and cultivate their brand presence.

The evolving healthcare landscape demands a strategic approach to branding. Healthcare providers must recognize that they are not just offering medical services but are also engaging in a marketplace where brand perception, patient experience, and digital presence are critical components of success.

## The Role of Branding in Healthcare

Branding in healthcare transcends the traditional boundaries of mar-

keting and advertising; it is a comprehensive expression of a healthcare provider's identity, values, and promise to their patients. In an industry where choices are life-impacting, a well-crafted brand can be a beacon of trust and reliability for patients seeking care.

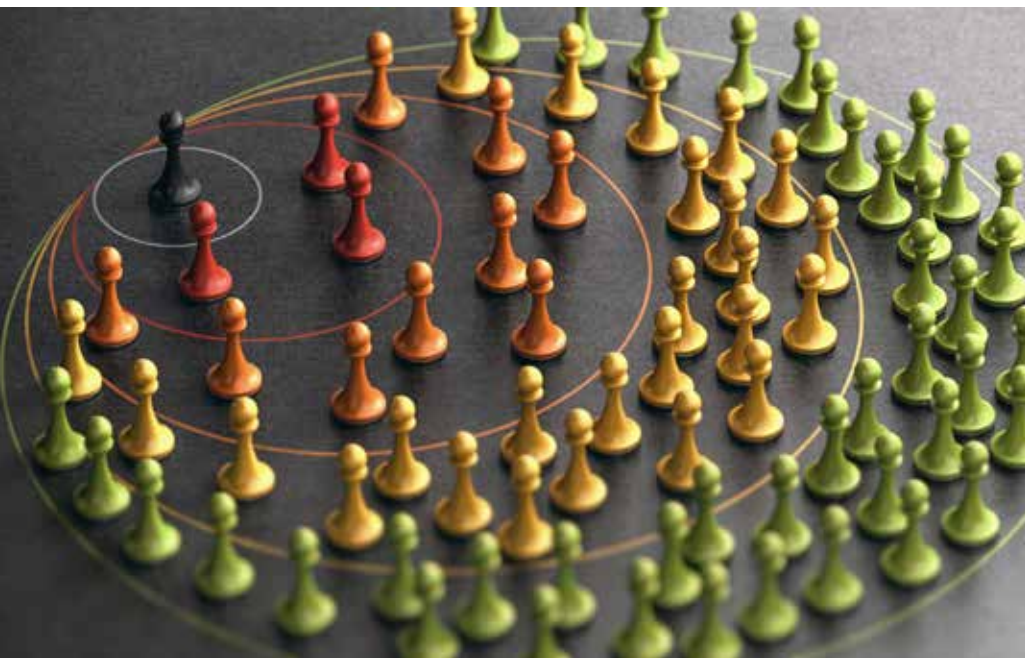
### Establishing Trust and Credibility

At its core, branding in healthcare is about building trust. Patients today are not just looking for healthcare providers; they are seeking trusted partners in their health journey. A strong brand communicates a commitment to quality, excellence, and empathy, which are key in establishing a relationship of trust with patients. This trust is crucial, especially in an industry where the stakes are high and decisions are often made under stress and uncertainty.

### Differentiation in a Competitive Market

The healthcare market is saturated with numerous providers, each





offering a similar array of services. In such a competitive landscape, branding helps healthcare entities stand out. A unique brand identity – encompassing everything from the logo and visual elements to the tone of communication and patient interaction – distinguishes a provider in the minds of potential patients. This differentiation is not just about being noticed; it's about being remembered and chosen when the need for healthcare arises.

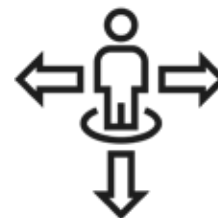
### Conveying Values and Building Relationships

Effective branding also involves conveying a healthcare provider's values and mission. It's about telling a story that resonates with patients, aligning with their beliefs and expectations. For instance, a brand that emphasizes holistic wellness, prevention, and patient education will attract individuals who value a proactive approach to health. This alignment of values fosters deeper connections and long-term relationships with patients.

## Impacting Patient Experience

Branding extends into the patient experience. It influences how patients feel when they visit a clinic, browse a website, or interact with staff. Every touchpoint is an opportunity to reinforce the brand and build a consistent, positive experience. Whether it's the ambiance of the waiting room, the user-friendliness of an online appointment system, or the empathy shown by the healthcare staff, each aspect contributes to the overall perception of the brand.

The role of branding in healthcare is multifaceted and deeply influential. It's not just about a logo or a catchy tagline; it's about crafting a cohesive identity that resonates with patients, establishes trust, differentiates from competitors, and enhances the overall patient experience. As healthcare continues to evolve, the brands that understand and adeptly navigate these aspects will be the ones that thrive and grow in the hearts and minds of their patients.



### Impact on Patient Decision-Making

The role of branding in healthcare extends significantly into the realm of patient decision-making. A strong brand acts as a compass for patients navigating the often overwhelming sea of healthcare choices. It's not just about the services offered; it's about how the brand makes patients feel and what it stands for.



### Shaping Perceptions of Quality and Care

A healthcare provider's brand heavily influences patient perceptions of quality and care. A well-established brand is often equated with reliability and expertise, making patients more inclined to trust and choose such providers. For instance, a brand known for cutting-edge technology and compassionate care will draw patients who value these attributes.



### Emotional Resonance

Healthcare decisions are deeply personal and emotional. A brand that connects emotionally, whether through its commitment to patient well-being, community involvement, or a nurturing approach, can



## STANDING OUT IN A SEA OF SAMENESS:

## A Guide to Differentiation

*in A Competitive Healthcare Market*

In today's healthcare landscape, where numerous providers offer comparable services, standing out is not just an option—it's a necessity for survival and growth. The challenge of differentiating oneself in this competitive space can seem daunting. However, with the right strategies, healthcare practices can not only distinguish themselves but also create meaningful connections with their patients.

**Understanding Your Competition**

The first step towards differentiation is a comprehensive understanding of your competitors. By analyzing their offerings, strengths, and weaknesses, you can identify gaps in the market and opportunities for your practice to shine. This insight allows you to tailor your services, approach, and messaging to fill these gaps effectively, positioning your practice as the go-to provider for specific healthcare needs.

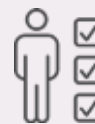
**The Power of Branding**

Branding in healthcare goes far beyond a logo or a tagline. It's about

the entire experience a patient has with your practice—from the first interaction to the ongoing care they receive. At Neurotic Dog Studios, we specialize in crafting compelling brand identities for health and wellness providers. We focus on developing a clear vision and purpose for your practice, ensuring every aspect of your brand aligns with the experience you aim to deliver. This cohesive approach helps solidify your place in the market and in your patients' minds.

**Crafting a Unique Value Proposition**

A unique value proposition (UVP) articulates why patients should choose your practice over others. It combines your strengths, values, and the distinct benefits of your services into a clear and compelling message. For healthcare providers, this could highlight your innovative treatment methods, specialized expertise, or a unique patient care philosophy. Your UVP should resonate deeply with your target audience, addressing their needs and expectations in a way that no one else does.

**Personalizing the Customer Experience**

In healthcare, a personalized patient experience can significantly differentiate your practice. Tailoring your services and interactions based on individual patient needs and preferences demonstrates your commitment to their well-being. From customized treatment plans to thoughtful follow-up care, every personalized touchpoint reinforces your practice's unique position in the healthcare market.

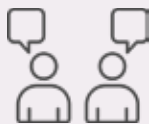
**Innovative Service Delivery**

Innovation in service delivery can set your practice apart. This might include leveraging the latest medical technologies, offering virtual consultations, or integrating holistic health approaches. By addressing common patient frustrations and needs in innovative ways, your practice not only stands out but also delivers superior value.

**Building a Community**

Fostering a sense of community around your practice can transform patients into advocates. Engage with your community through educational workshops, health awareness events, or online forums. Building these relationships strengthens your brand's presence and creates a network of loyal patients who are more likely to refer others to your practice.






## Utilizing Content and Thought Leadership

Establishing your practice as a thought leader through valuable content is a powerful differentiation strategy. Share your expertise through newsletters, blogs, or social media, offering insights on health trends, tips for wellness, or breakthroughs in medical treatments. This not only provides value to your audience but also showcases your practice's depth of knowledge and commitment to patient education.

Differentiating your healthcare practice in a competitive market is critical for attracting and retaining patients. By understanding your competition, leveraging the power of branding, crafting a unique value proposition, personalizing the customer experience, innovating in service delivery, building a community, and utilizing content for thought leadership, you can establish a distinctive and compelling presence in the healthcare industry.

Are you ready to make your health and wellness practice stand out? Neurotic Dog Studios is here to help. With our expertise in branding and design, we can help you develop a brand that not only reflects your unique value but also resonates with the right patients. Contact us today to begin crafting a brand experience that sets you apart. 

**Staff Writer** — Written with AI, fact checked and edited.

*Continued on page 37*

mation, and engage with patients in real-time, creating a sense of community and accessibility.

## Telling a Compelling Brand Story

A compelling brand story can be a powerful tool in healthcare branding. This story should encapsulate the mission, values, and unique aspects of the healthcare provider. It should be authentic, relatable, and evoke emotional responses, making the brand memorable and distinctive in the minds of patients.

## Focusing on Visual Identity and Design

Visual elements such as logos, color schemes, and design aesthetics play a critical role in branding. These elements should be carefully crafted to reflect the brand's ethos and appeal to the target demographic. A visually appealing and professionally designed identity enhances credibility and can significantly impact patient perceptions.

## Incorporating Patient Feedback

Incorporating patient feedback into branding efforts ensures that the brand remains relevant and patient-focused. Regular surveys, feedback forms, and patient advisory councils can provide valuable insights into patient needs and perceptions, guiding branding strategies and improvements.

In summary, effective healthcare branding requires a holistic approach that combines consistency, a patient-centric focus, a strong digital presence, a compelling brand story, visually appealing design, and ongoing patient engagement. By adopting these strategies, healthcare providers can create a brand that not only stands

out but also deeply resonates with their patients, aligning with the expertise and services they offer.

## Conclusion

The landscape of healthcare is shifting rapidly, placing an unprecedented emphasis on the role of branding. As we have explored, effective branding in healthcare goes far beyond mere aesthetics; it establishes trust, differentiates providers in a crowded marketplace, and resonates with patients on an emotional level. The impact of such branding on patient decision-making is profound – it shapes perceptions, influences choices, and fosters loyalty. In today's digital age, where patients have more choices and information than ever, a strong, consistent, and patient-centric brand is not just beneficial; it is essential.

For healthcare providers looking to thrive in this evolving landscape, it's crucial to assess and possibly recalibrate branding strategies. This involves not just a superficial makeover, but a deep dive into what your brand stands for, how it communicates, and the experience it offers to patients. If your current branding does not effectively convey your values, engage your audience, or differentiate your services, it may be time to consider professional assistance. Expertise in branding, particularly in the specialized field of healthcare, can transform how patients perceive and interact with your practice.

Looking ahead, the future of healthcare branding is poised to become even more integral to the success of healthcare practices.

*Continued on page 40*

Continued on page 27

As more companies utilize coaching, they realize firsthand the tangible benefits and results. This evidence steadily overcomes outdated misconceptions. In the process, these organizations shape resilient cultures focused on continuous learning and improvement.

### Finding the Right Coach


Once leadership recognizes the benefits of coaching, the next critical step is finding a coach tailored to the organization's specific needs. Look for relevant industry experience, strong listening and communication abilities, and a proven track record of success.

Vet potential coaches carefully on factors like background, current and former clients, communication approaches, and overall coaching style. Moving forward, remain open to diverse styles that align with your goals.

Effective coaching is an evolving collaboration, with a focus on long-term talent development. The ideal coach will adjust their approach as the organization grows and faces new challenges. They will empower others to reach their full potential, effectively develop talent at all levels, and offer practical solutions to sustain the company's success.

### The Bottom Line

An increasing number of organizations are investing in coaches - and for good reason. Having a coach who understands your company's specific situation and goals can lead to successful execution of plans in a way that drives real results. Leaders see these tangible results playing out within their or-


ganizations. A customized coaching partnership makes a company's strategy and approach to overcoming obstacles more effective. That's why demand for coaching keeps rising across industries. 

Sources:

1. [luisazhou.com/blog/coaching-industry-market-size/#](https://luisazhou.com/blog/coaching-industry-market-size/#)
2. [american.edu/provost/ogps/executive-education/executive-coaching/roi-of-executive-coaching.cfm](https://american.edu/provost/ogps/executive-education/executive-coaching/roi-of-executive-coaching.cfm)

**Daniel Moss** has been writing professionally since 2009, specializing in marketing, content marketing, online business, management, and leadership topics. He has been published on numerous blogs and websites in the US, the UK, and around the world. He also writes about personal development, nutrition, and mental health. If you'd like to reach out to Daniel for custom content you can contact him at [tiny1.org/dmoss](https://tiny1.org/dmoss)

Continued on page 39

As patient expectations continue to evolve, so must the branding strategies of healthcare providers. The brands that will stand out will be those that not only offer exceptional medical services but also create meaningful, memorable experiences for their patients. In this journey towards more impactful branding, professional guidance can be invaluable. As the healthcare industry continues to advance, the importance of a well-crafted, patient-centered brand will only grow, solidifying its role as a critical component in the success and growth of healthcare practices. 

**Staff Writer** — Written with AI, fact checked and edited.

As the saying goes ...

## CONTENT IS KING



But, what do you do when you don't have time, or the ability, to write the engaging and converting copy that you need?

### You turn to the professionals, like Daniel Moss.

With specializations in marketing content, online business, management and leadership topics as well as personal development, nutrition and mental health. Daniel can help you solve your content woes.

Daniel's work has been published on blogs and websites across the US, UK and the world.

How can I be sure that I'm going to get something that I like and that will reflect the tone of my brand?

Daniel will work with you to make your content just right. In fact, if you want to see an example of his work, all you have to do is flip over to page 13 where you'll see Daniel's contribution to this issue.

To reach Daniel and have him write custom content for you go to [tiny1.org/dmoss](https://tiny1.org/dmoss) or scan the QR Code & fill out the contact form.

# Branding Archetypes

An in depth look at one...

## CAREGIVER



### Sub Archetypes:

- Angel
- Guardian
- Healer
- Samaritan

### Strengths:

- Altruism
- Compassion
- Patience
- Empathy

### Challenges:

- Fear of instability
- Over-compromise leading to loss of balance
- Inability to say no


### Examples:

- Mother Nature
- George Bailey (It's a wonderful Life)
- Robin Williams in Mrs. Doubtfire
- Mary Poppins
- Dove
- Amnesty International
- Allstate Insurance



At the heart of the Caregiver archetype lies the principle of altruism, defined by a selfless commitment to the welfare of others. This archetype is distinguished by its unconditional support, offering not just aid but also comfort, guidance, and empathy, reinforcing others' well-being. Motivated by a genuine desire to help, the Caregiver is synonymous with compassion, generosity, and the ability to effectively multitask, demonstrating a remarkable capacity for self-sacrifice, patience, skill, and the unique ability to find hope in challenging situations. The Caregiver remains calm in the face of adversity, easily establishes meaningful connections, and inspires optimism.

This archetype also underscores the importance of self-care alongside caring for others, highlighting self-acceptance as a cornerstone of holistic well-being. The Caregiver's intrinsic motivation to contribute selflessly brings a sense of profound satisfaction in positively impacting others' lives, challenging the conventional wisdom that often emphasizes self-interest.

Fundamentally driven by a sense of duty to help and a belief in the power of nurturing to validate their identity and beliefs, the Caregiver envisions a society characterized by shared support and a strong sense of community, aiming to dispel the fears of abandonment and loneliness. In their dedication to serving others through kindness and generosity, the Caregiver finds joy and a sense of purpose, making impactful changes, however small, to foster empowerment and upliftment. In doing so, they fulfill the fundamental human needs for empathy, connection, and love, truly embodying the essence of caregiving and companionship. 

*"Love seeks one thing only: the good of the one loved. It leaves all the other secondary effects to take care of themselves. Love, therefore, is its own reward."*

- Thomas Merton



# Step-by-Step

## TO BRANDING YOUR PRACTICE

*An ongoing series of actionable steps to take you through the process of branding your health and wellness practice.*

This issue we're going to delve into your target audience/patients and the patient experience.

### Patients/Target Audience: Cultivating Meaningful Connections

Were going to start with defining our base patient. Their demographics and psychographics. For this exercise I want you to select one patient who represents the type of patient you would like to have more of. With this person in mind, answer the following...

How old are they? \_\_\_\_\_

Race? \_\_\_\_\_

Gender? \_\_\_\_\_

Income level? \_\_\_\_\_

Where do they live? \_\_\_\_\_

Are they married? \_\_\_\_\_

Do they have children? \_\_\_\_\_

Are they who we want as patients? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do our patients think about us? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do they know what we stand for? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do they know our mission statement? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are their interactions with our practice in line with who we think we are? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do they tell their friends and family about us?

\_\_\_\_\_

\_\_\_\_\_

Why, if they are repeat patients, do they continue to use us? \_\_\_\_\_

\_\_\_\_\_

Can they recognize us (our services, products, materials) from our competitors? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do our patients come to us initially? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does this representation accurately capture the patient base your practice aspires to have?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Revise and refine the information as necessary to complete the persona worksheet available at <https://tiny1.org/persona>.

Understanding your target audience is paramount in crafting tailored strategies and engaging with your patients in meaningful ways.

## Patient Experience: Designing the Ideal Encounter

Envision the ideal experience for your patients. Describe it in vivid detail, utilizing all five senses to bring it to life. Consider the following questions as a starting point:

How are patients greeted? Is it... ☐ in person ☐ on the phone ☐ an automated system

Does the patient already know who your practice is and what it does? Yes / No, If yes, how did they become aware of you? \_\_\_\_\_

\_\_\_\_\_

If it's an in-person interaction:

Is the environment welcoming? \_\_\_\_\_

\_\_\_\_\_

Is there background music? ☐ Yes ☐ No, If yes, what type of music? \_\_\_\_\_

How would you describe the lighting? \_\_\_\_\_

\_\_\_\_\_

What scents are present? \_\_\_\_\_

\_\_\_\_\_

How do patients feel in this environment? \_\_\_\_\_

\_\_\_\_\_

What is the overall temperature? \_\_\_\_\_

\_\_\_\_\_

Describe the employees' demeanor and attitude.

\_\_\_\_\_

If it's a phone interaction:

How is the phone answered? \_\_\_\_\_

Is the greeting consistent for everyone? ☐ Yes ☐ No

Can the person who answers the phone directly assist the patient? ☐ Yes ☐ No (Please explain.)

\_\_\_\_\_

How long does it typically take for the patient to reach someone who can help them? \_\_\_\_\_

\_\_\_\_\_

Examine the treatment patients receive throughout their interaction with your practice. Create a comprehensive description of their ideal experience.


\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you feel overwhelmed - take it one step at a time, and remember you can always call an expert to help you. 

**Alice Pettet** — Founder of Neurotic Dog Studios, a branding and design agency. Editor of Differentiate Magazine, a quarterly magazine dedicated to helping practitioners brand and grow their practice.

# FEEL LOST IN THE BRANDING MAZE?

## It's time for clarity.



At Neurotic Dog Studios, we offer more than just solutions — we deliver a strategic vision for your practice's identity.

Here's what we understand:

- It's about **connecting** with those who need you most.
- It's about the **passion** that drives you to your office every day.
- It's about **rekindling** the reasons why you became a health professional.
- It's about **knowing** precisely who you serve and why.
- It's about **conveying** your unique message, every single day.
- It's about **solving** patient problems, often before they even realize they have them.

Experience the joy of clients who can't wait to spread the word about your services because of the exceptional difference you make. We're not just about filling your schedule; we're about **creating meaningful, lasting engagements**. We know you're not the perfect fit for everyone, but for those who resonate with your practice, the bond will be irreplaceable. That's the magic we help craft.

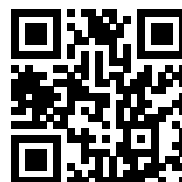
## READY TO TRANSFORM YOUR PRACTICE'S BRANDING?

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PRACTICE<sup>SM</sup>**

Meet with us



Neurotic Dog  
Studios



# & Marketing

## Social Media Planning

The following is a list of nationally recognized months, weeks, and days to aid you in the development and planning of your social media and/or marketing campaigns. The following lists are not fully comprehensive, if you are looking for a more detailed list with information about each of the recognized month/weeks/days visit the [National Calendar Day](https://www.nationalcalendar.com/) website.

## APRIL

### MONTH

|   |                                      |                                       |
|---|--------------------------------------|---------------------------------------|
| Limb Loss and Limb Difference Awareness | Parkinson's Awareness Month          | National Child Abuse Prevention Month |
| Esophageal Cancer Awareness Month       | National Month of Hope               | National Cannabis Awareness Month     |
| National TAR Syndrome Awareness Month   | National Volunteer Month             | National Soy Foods Month              |
| Sarcoidosis Awareness Month             | Distracted Driving Awareness Month   | Sexual Assault Awareness Month        |
| National Alcohol Awareness Month        | Occupational Therapy Month           | Stress Awareness Month                |
|   | National Donate Life Awareness Month | National Autism Awareness Month       |

### WEEKS

|   |  |  |
|---|--|--|
| National Integrated Respiratory Care Week – Week Of April 7 | <i>Second Full Week</i>                                | National Cancer Registrars Week – <i>Changes Annually</i>    |
| Administrative Professionals Week – Last Full Week          | Pan American Week – Week Of April 14th                 | National Public Safety Telecommunicator Week – Second Week   |
| Sky Awareness Week – Last Full Week                         | Animal Control Officer Appreciation Week – Second Full | National Crime Victims Rights Week – <i>Changes Annually</i> |
| National Princess Week – Last Full Week                     | Every Kid Healthy Week – Last Week                     | International Pooper Scooper Week – First Week               |
| Medical Laboratory Professionals Week – Last Full Week      | National Coin Week – Third Week                        | National Wildlife Week – <i>Changes Annually</i>             |
| National Window Safety Week – First Full Week               | Gathering Of Nations Pow Wow – Last Week               | National Library Week – Generally The 2nd Week               |
| National Public Health Week – First Full Week               | Preservation Week – Last Week                          | National Volunteer Week – <i>Changes Annually</i>            |
| World Music Therapy Week – April 10-15                      | National Infant Immunization Week – Last Week          |  |
| National Student Employment Week –                          | Neurodiagnostic Week – Third Week                      |  |
|   | Oral, Head And Neck Cancer Week – First Week           |  |

### DAYS

|  |                                   |                                 |
|--|-----------------------------------|---------------------------------|
| <b>April 1</b>                           | National Walking Day              | National Employee Benefits Day  |
| National Tom Foolerys Day                | <b>April 4</b>                    | National Love Our Children Day  |
| National IEP Writing Day                 | National Vitamin C Day            | National Teflon Day             |
| Take Down Tobacco National Day Of Action | Jeep 4x4 Day                      | National Student-Athlete Day    |
| National Sourdough Bread Day             | National Chicken Cordon Bleu Day  | National Caramel Popcorn Day    |
| April Fools' Day                         | National School Librarian Day     | <b>April 7</b>                  |
| <b>April 2</b>                           | National Hug A Newsperson Day     | National Girl Me Too Day        |
| National DIY Day                         | National Walk Around Things Day   | National No Housework Day       |
| Saam Day Of Action                       | <b>April 5</b>                    | National Coffee Cake Day        |
| National Ferret Day                      | First Contact Day                 | National Beer Day               |
| National Peanut Butter And Jelly Day     | Gold Star Spouses Day             | <b>April 8</b>                  |
| National Reconciliation Day              | National Raisin And Spice Bar Day | National Empanada Day           |
| <b>April 3</b>                           | National Caramel Day              | National Zoo Lovers Day         |
| National Film Score Day                  | National Go For Broke Day         | National All Is Ours Day        |
| National Find A Rainbow Day              | National Play Outside Day         | <b>April 9</b>                  |
| Childhelp National Day Of Hope           | <b>April 6</b>                    | National Unicorn Day            |
|  | National Carbonara Day            | National Former Prisoner Of War |

Recognition Day

National Library Workers Day

National Chinese Almond Cookie Day

National Winston Churchill Day

National Name Yourself Day

National Cherish An Antique Day

## April 10

National Erase Self-Negativity Day

National Library Outreach Day

National Farm Animals Day

National Cinnamon Crescent Day

National Siblings Day

Encourage A Young Writer Day

## April 11

National Living Donor Day

National Submarine Day

National Alcohol Screening Day

National Cheese Fondue Day

National Pet Day

National Eight Track Tape Day

National Barber Shop Quartet Day

## April 12

National Only Child Day

National For Twelves Day

National Colorado Day

National Donate Life Blue And Green Day

National Day Of Silence

National Grilled Cheese Sandwich Day

National Licorice Day

National Big Wind Day

## April 13

National Borinqueneers Day

National Make Lunch Count Day

National Peach Cobbler Day

National Thomas Jefferson Day

National Scrabble Day

## April 14

National Gardening Day

National Dolphin Day

Look Up At The Sky Day

National Pecan Day

National Ex-Spouse Day

National Pan American Day

National Reach As High As You Can Day

## April 15

National Laundry Day 5

Purple Up! Day

National Glazed Spiral Ham Day

National Titanic Remembrance Day

National Rubber Eraser Day

National Take A Wild Guess Day

National Tax Day

## April 16

National Bean Counter Day

National Orchid Day

National Healthcare Decisions Day

National Wear Your Pajamas To Work Day

National Eggs Benedict Day

National Banana Day

## April 17

National Crawfish Day

National Cheeseball Day

National Haiku Poetry Day

National Ellis Island Family History Day

## April 18

National Exercise Day

Get To Know Your Customers Day

National Education And Sharing Day

National Animal Crackers Day

National High Five Day

National Columnists' Day

National Lineman Appreciation Day

National Clean Out Your Medicine Cabinet Day

## April 19

National North Dakota Day

National Amaretto Day

National Garlic Day

National Oklahoma City Bombing Commemoration Day

National Hanging Out Day

## April 20

420 Day

Volunteer Recognition Day

National Record Store Day

National Cheddar Fries Day

National Auctioneers Day

National Pineapple Upside-Down Cake Day

National Lima Bean Respect Day

National Look Alike Day

## April 21

National Rendering Day

National Yellow Bat Day

National Chocolate-Covered Cashews Day

National Kindergarten Day

## April 22

Passover Begins

National Jelly Bean Day

National Girl Scout Leader's Day

National Earth Day

School Bus Driver Appreciation Day

## April 23

National Lost Dog Awareness Day

National Cherry Cheesecake Day

National Take A Chance Day

National Picnic Day

National Talk Like Shakespeare Day

## April 24

National Bucket List Day

Stop Food Waste Day

National Pigs-In-A-Blanket Day

National Administrative Professionals' Day

## April 25

National Hug A Plumber Day

National Dna Day

National Teach Children To Save Day

National Zucchini Bread Day

National Take Our Daughters And Sons To Work Day

National Telephone Day

National Historic Marker Day

## April 26

National Dissertation Day

National Pretzel Day

National Kids And Pets Day

National Richter Scale Day

National Audubon Day

National Arbor Day

## April 27

National Gummi Bear Day

Celebrate Trails Day

National First Ladies Day

Independent Bookstore Day

National Devil Dog Day

National Pool Opening Day

National Kiss Of Hope Day

National Sense Of Smell Day

National Rebuilding Day

National Prime Rib Day

National Tell A Story Day

National Babe Ruth Day

## April 28

National Superhero Day

National Bravehearts Day

National Pet Parents Day

National Blueberry Pie Day

National Great Poetry Reading Day

## April 29

National Shrimp Scampi Day

National Zipper Day

National Peace Rose Day

## April 30

National Bubble Tea Day

National Prepareathon Day

## MAY

## MONTH

Global Employee Health And Fitness Month

Better Speech And Language Month

ALS Awareness Month

Skin Cancer Awareness Month

National Preservation Month

National Cystic Fibrosis Awareness Month

National Foster Care Month

Correct Your Posture Month

National Dental Care Month

Celiac Disease Awareness Month

Ehlers-Danlos Syndrome Awareness Month

National Stroke Awareness Month

National Moving Month

Brain Tumor Awareness Month

National Mental Health Awareness Month

Sturge-Weber Awareness Month

Motorcycle Safety Awareness Month

National Melanoma Awareness Month

National Water Safety Month

Asian American &amp; Pacific Islander

National Mediterranean Diet Month

National Strawberry Month

National Salsa Month

National Salad Month

National Recommitment Month

National Lyme Disease Awareness Month

National Egg Month

National Blood Pressure Education Month

National Bike Month

Older Americans Month

## WEEKS

Public Service Recognition Week – *Begins First Sunday*North American Occupational Safety And Health Week – *First Full Week*Screen Free Week – *First Week*Choose Privacy Week – *First Full Week*National Nurses Week – *May 6th-12th*National Police Week – *Week Of May 15*National Emscult Week – *Week Of May 20*National Peo Week – *3rd Full Week*National Volunteer Host Family Week – *Second Full Week*

Emergency Nurses Week

National Etiquette Week – *Second Full Week*Teacher Appreciation Week – *First Monday Through Friday*National Hospital Week – *First Full Week*National Pet Week – *First Full Week*Small Business Week – *First Week*National EMS Week – *Third Full Week*

## DAYS

## May1

National Interpreter Appreciation Day

National Skilled Trades Day

May Day

School Principals' Day

Law Day

Silver Star Service Banner Day

National Chocolate Parfait Day

National Mother Goose Day

National Loyalty Day

## May 2

National Life Insurance Day

National Truffle Day

National Day Of Reason

National Day Of Prayer

## May 3

National Montana Day

School Lunch Hero Day

National Textiles Day

National San Architect Day

National Raspberry Popover Day

National Chocolate Custard Day

National Paranormal Day

National Two Different Colored Shoes Day

National Specially-Abled Pets Day

National Garden Meditation Day

National Lumpy Rug Day

National Space Day

National Play Outside Day

## May 4

National Self-Employed Day

National Fitness Day

Kentucky Derby

Free Comic Book Day

National Bombshells' Day

National Start Seeing Monarchs Day

Bird Day

National Weather Observers Day

Join Hands Day

National Candied Orange Peel Day

National Orange Juice Day

National Homebrew Day

National Scrapbook Day

National Renewal Day

National Star Wars Day

## May 5

National Silence The Shame Day

Cinco De Mayo

National Astronaut Day

National Lemonade Day

National Hoagie Day

National Totally Chipotle Day

National Infertility Survival Day

National Cartoonists Day

Melanoma Monday

## May 6

National Crepe Suzette Day

National Beverage Day

National Nurses Day

## May 7

National Tourism Day

National Foster Care Day

National Packaging Design Day

National Barrier Awareness Day

National Roast Leg Of Lamb Day

National Paste Up Day

National Teacher Appreciation Day

## May 8

National Student Nurse Day

National Third Shift Workers Day

National Have A Coke Day

National Coconut Cream Pie Day

National Receptionists' Day

## May 9

National Home Front Heroes Day

National Alphabet Magnet Day

National Sleepover Day

National Butterscotch Brownie Day

National Moscato Day

National Lost Sock Memorial Day

## May 10

National Washington Day

National Clean Up Your Room Day

National Lipid Day

National Shrimp Day

National Military Spouse Appreciation



Day

National Provider Appreciation Day  
National School Nurse Day  
National Dog Mom's Day

## May 11

National Eat What You Want Day  
National Foam Rolling Day  
National Archery Day  
National Train Day  
National Miniature Golf Day  
National Babysitter's Day  
Cornelia De Lange Syndrome  
Awareness Day  
Stamp Out Hunger Food Drive Day  
National Twilight Zone Day

## May 12

National Sapphire Segulah Day  
International Nurses Day  
Mother's Day  
National Fibromyalgia Awareness Day  
National Women's Checkup Day  
National Nutty Fudge Day  
National Odometer Day  
National Limerick Day

## May 13

National Crouton Day  
National Birth Mother's Day  
National Fruit Cocktail Day  
National Apple Pie Day  
National Frog Jumping Day

## May 14

National Decency Day  
National Buttermilk Biscuit Day  
National Underground America Day  
National Dance Like A Chicken Day

## May 15

Bring Flowers To Someone Day  
National Juice Slush Day  
National Nylon Stocking Day  
National Chocolate Chip Day  
Peace Officers Memorial Day

## May 16

National Classic Movie Day  
National Mimosa Day  
National Barbeque Day  
National Do Something Good For Your  
Neighbor Day  
Honor Our LGBT Elders Day  
National Piercing Day  
National Coquilles Saint Jacques Day  
National Biographer's Day

National Sea Monkey Day  
National Love A Tree Day

## May 17

National Idaho Day  
National Graduation Tassel Day  
National Walnut Day  
National Pizza Party Day  
National Bike To School Day  
National Defense Transportation Day  
National Cherry Cobbler Day  
National Pack Rat Day

## May 18

National Endangered Species Day  
Cheese Souffle Day  
National No Dirty Dishes Day  
National Visit Your Relatives Day  
National Learn To Swim Day  
National Hiv Vaccine Awareness Day  
Armed Forces Day  
Malcolm X Day  
National Take Your Parents To The  
Playground Day  
NASCAR Day  
National Bike To Work Day

## May 19

National Devil's Food Cake Day  
National May Ray Day

## May 20

National Sugarbee® Apple Day  
National Streaming Day  
National Rescue Dog Day  
National Quiche Lorraine Day  
National Pick Strawberries Day  
National Be A Millionaire Day

## May 21

National Memo Day  
Strawberries And Cream Day  
National Waitstaff Day  
American Red Cross Founder's Day

## May 22

National Craft Distillery Day  
National Solitaire Day  
Emergency Medical Services For  
Children Day  
Vanilla Pudding Day  
Buy A Musical Instrument Day  
National Maritime Day

## May 23

National Taffy Day  
National Lucky Penny Day

## May 24

National Yucatán Shrimp Day  
National Road Trip Day  
National Cooler Day  
National Wyoming Day  
Brother's Day  
Aviation Maintenance Technician Day  
National Escargot Day  
National Scavenger Hunt Day  
National Don't Fry Day

## May 25

Geek Pride Day  
Towel Day  
National Wine Day  
National Brown-Bag-It-Day  
National Tap Dance Day  
National Missing Children's Day  
National Family Fun Day

## May 26

National Paper Airplane Day  
National Blueberry Cheesecake Day

## May 27

National Grape Day  
National Grape Popsicle Day  
National Cellophane Tape Day  
Memorial Day

## May 28

National Beef Burger Day  
National Hamburger Day  
National Brisket Day

## May 29

National 529 Day  
National Flip Flop Day  
National Coq Au Vin Day  
National Paperclip Day  
National Senior Health & Fitness Day

## May 30

National Creativity Day  
Loomis Day  
National Mint Julep Day  
National Hole In My Bucket Day  
National Water A Flower Day

## May 31

National Utah Day  
Necrotizing Fasciitis Awareness Day  
National Smile Day  
National Autonomous Vehicle Day  
National Macaroon Day  
Speak In Complete Sentences Day  
National Save Your Hearing Day

## JUNE

## MONTH

National Returning Youth Month  
 National Portuguese Heritage Month  
 National Migraine And Headache Awareness Month  
 National Caribbean-American Heritage Month  
 National PTSD Awareness Month  
 National Homeownership Month  
 National Give A Bunch Of Balloons Month  
 National Pollinators Month

National Safety Month  
 Men's Health Month  
 African-American Music Appreciation Month  
 National Soul Food Month  
 National Papaya Month  
 National Iced Tea Month  
 National Great Outdoors Month  
 National Dairy Month  
 National Country Cooking Month

National Camping Month  
 National Candy Month  
 National Fresh Fruit And Vegetables Month  
 National Adopt A Cat Month  
 National Accordion Awareness Month  
 Turkey Lovers Month  
 National Rose Month  
 LGBTQIA Pride Month  
 Aquarium Month

## WEEKS

National CPR And AED Awareness Week – June 1-7  
 Community Health Improvement Week – First Full Week  
 Bed Bug Awareness Week – First Full Week  
 National Lightning Safety Awareness Week – Last Full Week  
 Canadian Environment Day – Week Of June 5  
 National Flag Week – June 14

National Play Catch Week – Third Full Week  
 Waste And Recycling Workers Week – Week Of June 17  
 Wildland Firefighter Week Of Remembrance June 30 – July 6  
 Animal Rights Awareness Week – 3rd Week  
 National Boys & Girls Club Week – Changes Annually  
 Men's Health Week – Week Ending On

Father's Day  
 Universal Father's Week – Third Week  
 National Nursing Assistants Week – Begins Thursday Of Second Full Week  
 National Little League Week – Second Week  
 National-Fishing-And-Boating-Week – Begins First Full Weekend  
 National Gardening Week – First Full Week

## DAYS

## June 1

National Play Outside Day  
 National Game Show Day  
 National Black Bear Day  
 National Bubbly Day  
 National Nail Polish Day  
 National Prairie Day  
 National Olive Day  
 National Hazelnut Cake Day  
 National Pen Pal Day  
 Say Something Nice Day  
 National Trails Day  
 National Go Barefoot Day  
 National Heimlich Maneuver Day

## June 02

International Volkswagen® Bus Day  
 National Rotisserie Chicken Day  
 National Bubba Day  
 National Rocky Road Day  
 National Cancer Survivor's Day

## June 3

National Egg Day  
 National Leave The Office Early Day  
 Chocolate Macaroon Day  
 National Repeat Day

## June 4

National Hug Your Cat Day  
 National Clean Beauty Day

National Safe Day  
 National Cognac Day  
 National Cheese Day  
 National Old Maid's Day

## June 5

National Start Over Day  
 National Veggie Burger Day  
 National Moonshine Day  
 National Gingerbread Day  
 National Running Day

## June 6

D-Day  
 National Eyewear Day  
 Higher Education Day  
 National Applesauce Cake Day  
 National Drive-In Movie Day  
 Gardening Exercise Day  
 National Yo-Yo Day

## June 7

World Caring Day  
 National Oklahoma Day  
 National Chocolate Ice Cream Day  
 National Doughnut Day  
 National Vcr Day  
 National Boone Day  
 National Dragonfly Day  
 National Outlet Shopping Day  
 National Rosé Day

## June 8

National Upsy Daisy Day  
 Name Your Poison Day  
 Best Friends Day  
 National Children's Day

## June 9

National Earl Day  
 Strawberry Rhubarb Pie Day  
 National Donald Duck Day

## June 10

National Frosted Cookie Day  
 National Egg Roll Day  
 National Herbs And Spices Day  
 National Black Cow Day  
 National Iced Tea Day  
 National Ballpoint Pen Day  
 National Forklift Safety Day  
 National Call Your Doctor Day

## June 11

Making Life Beautiful Day  
 German Chocolate Cake Day  
 Corn On The Cob Day

## June 12

National Peanut Butter Cookie Day  
 National Jerky Day  
 National Loving Day  
 National Red Rose Day

## June 13

## MARKETING

Random Acts Of Light Day  
Kitchen Klutzes Of America Day  
National Weed Your Garden Day  
National Sewing Machine Day  
Career Nurse Assistants' Day

### June 14

National Cucumber Day  
National Movie Night  
Wear Blue Day  
National New Mexico Day  
Army Birthday  
National Bourbon Day  
National Strawberry Shortcake Day  
National Pop Goes The Weasel Day  
National Flag Day

### June 15

National Foam Party Day  
National Megalodon Day  
Nature Photography Day  
National Smile Power Day  
National Turkey Lovers' Day  
Father's Day

### June 16

National Fudge

### June 17

National Mascot Day  
National Cherry Tart Day  
National Apple Strudel Day  
National Eat Your Vegetables Day  
National Root Beer Day

### June 18

National Wanna Get Away Day  
National Splurge Day  
National Go Fishing Day

### June 19

World Sauntering Day  
Juneteenth

National Watch Day  
National FreeBSD Day  
World Martini Day  
National Garfield The Cat Day  
National Seashell Day

### June 20

National Hike With A Geek Day  
Summer Begins  
National Kouign Amann Day  
National Ice Cream Soda Day  
Anne And Samantha  
National Vanilla Milkshake Day  
National American Eagle Day

### June 21

National WAGYU Day  
National Smoothie Day  
National Arizona Day  
National Day Of The Gong  
National Take Your Dog To Work Day  
National Selfie Day  
Go Skateboarding Day  
National Daylight Appreciation Day  
National Peaches 'N' Cream Day

### June 22

International Being You Day  
National Kissing Day  
Summersgiving  
National HVAC Tech Day  
National Onion Rings Day  
National Chocolate Eclair Day

### June 23

National Detroit-Style Pizza Day  
National Hydration Day  
National Pecan Sandies Day  
National Pink Day

### June 24

National Patch Day  
National Take Back The Lunch Break Day  
National Pralines Day

### June 25

National Strawberry Parfait Day  
National Leon Day June  
National Catfish Day

### June 26

National Barcode Day  
National Coconut Day  
National Parchment Day  
National Chocolate Pudding Day  
National Beautician's Day

### June 27

National Sunglasses Day  
National Onion Day  
National Ice Cream Cake Day  
National PTSD Awareness Day  
National Handshake Day  
National Orange Blossom Day  
National Bomb Pop Day  
National HIV Testing Day

### June 28

National Logistics Day™  
National Alaska Day  
National Insurance Awareness Day  
National Paul Bunyan Day

### June 29

National Almond Buttercrunch Day  
National Waffle Iron Day  
National Camera Day

### June 30

National OOTD Day  
Social Media Day  
National Meteor Watch Day

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**Reach Out!**

**We'd love to connect:**

[info@myndmyself.com](mailto:info@myndmyself.com)

QUARTER 2 | 2024

