

Q3<sup>20</sup><sub>24</sub>

Your Guide  
to Branding  
and Growing  
Your Health  
& Wellness  
Practice

# *Differentiate*

MAGAZINE

Special Feature:

## *How AI Enhances Non-clinical Tasks in Pediatric Healthcare Practices*

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Event Marketing  
Strategies to Grow  
Your Patient Base  
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*"Dear Santou"*  
Advice from a  
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and Spiritual Advisor  
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How to Use Patient  
Testimonials to Grow  
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# Differentiate

MAGAZINE

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Dear Readers,

Welcome to the Q3 2024 issue of *Differentiate Magazine*! As we embrace the warmth of summer, we are excited to bring you a collection of insightful articles and new features designed to inspire and support your journey in the health and wellness industry.

This quarter, we are thrilled to introduce several new sections to our magazine. First, our "From the Book" segment will feature summaries and insights from noteworthy books that can enhance your professional and personal growth. In this issue, we dive into "Story-Branding™: Transforming Brands through the Power of Story" by Jim Signorelli. This book offers a revolutionary approach to branding, emphasizing the importance of storytelling in creating meaningful connections with your audience.

We are also delighted to present "Dear Santou," a reader write-in section where our esteemed psychotherapist and spiritual advisor, Santou Carter, addresses your most pressing questions and concerns. Whether you're seeking guidance on professional challenges or personal dilemmas, Santou's wisdom and compassion will provide valuable insights and support. Additionally, we have a special feature from Dr. Harvey Castro, an esteemed ER physician and AI expert. Dr. Castro explores the transformative role of artificial intelligence in healthcare, offering a unique perspective on how AI can enhance non-clinical tasks and improve pa-

tient outcomes. His expertise and forward-thinking approach make this article a must-read for anyone interested in the future of healthcare.

As always, our mission at *Differentiate Magazine* is to provide you with the knowledge and tools you need to build and grow a successful health and wellness practice. We are committed to delivering content that is both informative and inspiring, helping you to differentiate yourself in a competitive market and connect more deeply with your patients.

Thank you for being a part of our community. We hope you enjoy this issue and find it both useful and engaging. Your feedback and suggestions are always welcome, so please feel free to reach out to us at [editor@differentiatemag.com](mailto:editor@differentiatemag.com).

Warm regards,

Alice Pettey

P.S. We were a bit late with this issue. First off, I want to apologize; it is my aim to have each new issue released within the first 5 days of the new quarter. However, I am the only constant staff member at *Differentiate Magazine*, and I appreciate your understanding that sometimes paying the bills has to come before this passion project. Thank you for your patience and understanding.



**Alice Pettey 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.**

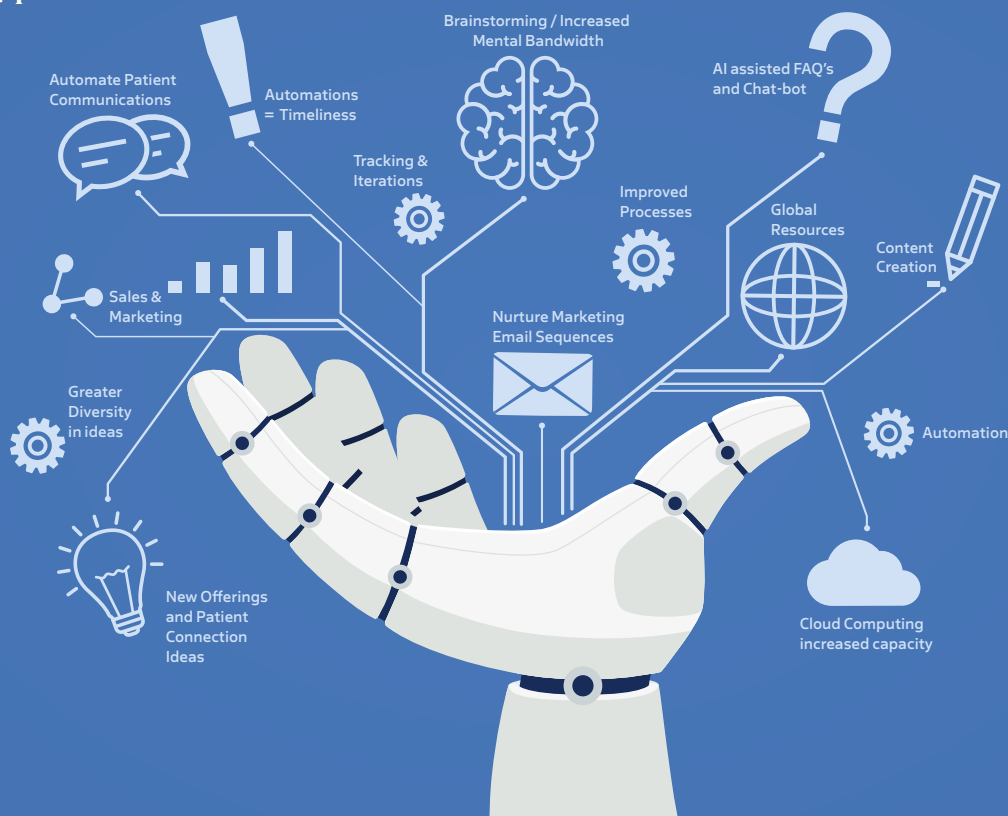
**Ms. Pettey can be reached at [editor@differentiatemag.com](mailto:editor@differentiatemag.com)**

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.



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# *How AI Enhances Non-clinical Tasks in Pediatric Healthcare Practices*

## The Untapped Potential of AI in Healthcare Management

Artificial Intelligence (AI), particularly through tools like the paid subscription of ChatGPT, is revolutionizing not only clinical healthcare through diagnostic aids and patient management but also non-clinical operations within healthcare practices. Pediatric clinics, in particular, benefit immensely from AI's capability to streamline administrative tasks, tailor patient communications, and enhance marketing efforts.

## AI-Driven Content Creation: Engaging Pediatric Health Audiences

Creating content that resonates with parents and their children is crucial for pediatric practices. AI tools like ChatGPT excel in generating educational materials, website content, and promotional messages that are both age-appropriate for children and informative for parents. Leveraging AI, pediatricians can ensure that their communications are engaging and medically accurate, addressing their patient demographics' specific health needs and interests.

## Enhanced Marketing with AI in Pediatric Care

Effective marketing in pediatric healthcare requires a blend of informative and persuasive communication. AI's advanced data analysis capabilities can help identify the most impactful marketing strategies, optimize search engine visibility, and create materials highlighting a clinic's unique pediatric services. This strategic use of AI improves visibility and attracts the right patient base to your practice.

## Your Pediatric AI Solutions

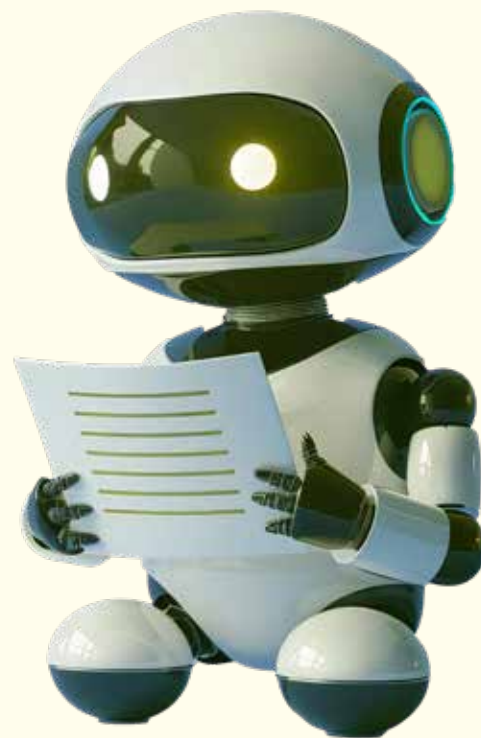
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## Interactive AI Tools for Patient Education in Pediatrics


AI can transform patient education by providing interactive, personalized learning experiences. For pediatric patients, AI-driven applications can offer engaging content on health topics such as common illnesses, vaccination schedules, and healthy eating habits. These tools, designed with child-friendly interfaces and gamification elements, make learning about health topics engaging and informative for young patients and their parents.

## AI-Generated Art and Music for Pediatric Therapy

The use of art and music in pediatric therapy can be significantly enhanced with AI. Tools like [Suno.ai](https://www.suno.ai) create therapeutic activities such as coloring books and music tailored to children's emotional and developmental needs. This supports therapeutic goals and enhances the overall patient care experience, making clinical visits more enjoyable and less intimidating for young patients.



## Conclusion: Embracing AI in Pediatric Healthcare Practices

Integrating AI into non-clinical operations can benefit pediatric clinics by improving patient engagement, optimizing marketing efforts, and increasing operational efficiency. As AI technology advances, its integration into clinical and non-clinical aspects of healthcare is set to become more comprehensive, positioning it as an essential tool for modern healthcare providers. 

### About Dr. Harvey Castro

Dr. Harvey Castro, an esteemed ER physician and AI expert, is at the forefront of integrating artificial intelligence into healthcare. His innovative approaches aim to enhance healthcare delivery and patient outcomes through cutting-edge technology.

# How To Build Morale In The Office

When hiring people to work with you, your employees must feel supported as they carry out their jobs. A happy, healthy, supported workforce will be more likely to stay in their job long term and be able to motivate and inspire themselves and those around them.

Employees can offer incredibly valuable insights into your business and help support and build your brand. They can also develop innovative new processes and ideas to make the business shine.

If your employees feel happy, secure, and supported, you know you can rely on them to do their absolute best and put the maximum effort into their jobs.

Let's look at several simple ways to build and

sustain positive and healthy morale in the office.

Top tips for building morale in the workplace:

1. **Encourage your employees to speak to you about any issues they encounter.** Communication is important, and it can be

particularly beneficial for employees to know they can talk to you if they face any issues.

- If you are warm, genuine, and approachable, your employees are far more likely to come to you with problems you can help them solve.
- If you foster a genuine, warm, open atmosphere in your office, employees are far less likely to be stressed because they know you care about their welfare and mental well-being.

2. **Make sure you are offering praise and regular updates.** It's important to let your employees know when they have done something positive worth sharing with them and everyone else.





- Everyone responds well to praise, so ensure you constantly celebrate your employees and their achievements. If one of your workers is having a bad day, a few gentle words of encouragement can do wonders for their mental health and boost their morale!
- Constantly update your workers. Let them know of any new developments and celebrate their achievements. Have a whiteboard in the office dedicated to achievements so everyone can celebrate each other and your workers feel valued.
- Update your workers on their progress, too. Remind them when they hit their

agreed targets and achieve their goals. This will show that you notice and support them in their careers.


**3. Encourage your employees to express themselves.** Decorate the office in a way that reflects you and your employees. Use bright colors to make the office fun, dynamic, and exciting.

- Consider investing in gifts for your employees that can help them relax, unwind, and enjoy their downtime. You could buy a drinks machine, some electronic gifts for the office such as small arcade machines, or even foosball tables.
- Encourage your employees to rest and relax. Show them that you value their hard work and you value

their well-being. Remind them it's important to switch off, unwind and relax.

**4. Reward your employees.** Take your employees out for dinner, or give them prizes and incentives to motivate them and allow them to enjoy their time in the office.

- Set up healthy and friendly competitions so the office has a sense of team spirit and everyone can get involved and get to know each other properly.

Monitoring morale is incredibly important, as it allows everyone to express themselves and work hard. When morale is high, it means everyone will enjoy being at work, and everyone will be far happier. 

Staff Writer —



Do You Know...

# *How Indoor Air Quality Impacts Your Business*

Indoor air quality (IAQ) is a critical aspect of your workplace, but you may overlook its importance. Your business's indoor air likely holds contaminants like carbon dioxide, volatile organic compounds (VOCs), dust and mold. Some of these are naturally derived. Others may be generated from things inside the office or enter from outdoors. Often, these elements build up in the air, making it decreasingly healthy. Here are some specific ways that poor air quality negatively impacts your business and your valued employees.



## **Short-Term Health Effects**

The unhealthy gases and particulates in indoor air can create numerous immediate short-term health effects for your team. With poor air quality, your workers can suffer from symptoms like sneezing, coughing, sore throats, dizziness and headaches. These common and unpleasant symptoms could lead to poor productivity and increased absences.

## **Long-Term Health Effects**


Your employees breathe the polluted air at work for long hours throughout most days, so long-term health effects are possible as well. Poor IAQ's serious effects on human health include bronchitis, asthma and lung cancer. These directly affect your team's quality of life, longevity and finances long after they leave the company.





## Employee Morale

While employees experience physical symptoms from poor indoor air quality, their mental wellness also diminishes when they breathe the air regularly. Your commercial HVAC system and your company's indoor air quality play a significant role in your team's depression, mood, poor concentration and fatigue. In turn, the business suffers the negative and potentially costly effects of poor workplace morale, reduced productivity and a higher turnover rate as employees start to leave for a better work environment.

Does your business space need indoor air quality improvements, such as improved sealings, an updated HVAC system, new ducts or more insulation? Learn more about your indoor air quality by speaking with a professional today. 

**Kim D** — Kim has more than 16 years experience in meeting clients' content needs as a full-time freelance writer. Over those years, she has covered numerous niches, including travel, home, personal finance, real estate, cryptocurrencies, auto and more. As a result, she is an expert at online research, and excels at producing SEO content. To reach Kim visit [tiny1.org/kimd](https://tiny1.org/kimd)

### DID YOU KNOW?

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The Power of Listening in Business:

# *Perfect Your Active Listening Skills*

Communication is an important aspect of all relationships, including those that occur between businesses and their customers. While many people dealing with customers can communicate acceptably, exceptional communication is necessary for maximum success. To reach the highest and most effective form of communication, it is necessary to use active listening skills when interacting with customers. Here is an overview of the power of perfecting your active listening skills, so you can develop long-term relationships with your customers.

## **The Importance of Active Listening**

Active listening, also known as attentive listening, is very important, as it makes the customer feel important. Additionally, taking the time to really listen to your customers can help you to discover ways to better meet their needs. Without listening attentively, you face the chance of losing customers

and failing to gain new ones. There are several key benefits of attentive listening when dealing with your customers, including:

- Building a rapport - introducing yourself to your customers, sharing a few semi-personal details about yourself, and being genuine, are great ways to make your customers feel comfortable.
- Gain a deeper understanding of your customers' needs - you can accomplish this goal by obtaining feedback from your customers as well as investi-





gating competing businesses to see what they're doing for their customers. Asking your customers open-ended questions is a great way to encourage them to tell you what their goals are, so you can earn their trust as well as their business.


- Identify opportunities to provide personalized finance and insurance solutions - while communicating with your customers, you should always be on the lookout for cues from them as to when to discuss what you can offer related to your specific business. If your customers vaguely mention anything about certain topics, you can explain how you can make their lives easier, but without being too salesy.

### Techniques for Effective Listening

Those who work in the business industry can improve their effective listening skills by implementing the following actions as soon as possible. Here are some techniques that will assist you in becoming an expert at active listening:

1. Mirror what a customer says. Repeating or paraphrasing what your customers say shows you're listening, which can make a huge difference in success and failure.
2. Allow angry or frustrated customers or potential customers to vent. Showing patience, empathy, and understanding shows you care, and once they're done venting, you can offer ways to make things right.

3. Acknowledge your customers' concerns. By acknowledging their concerns, you're helping to build trust, which contributes to creating an overall positive customer experience.

The importance of perfecting your active listening skills can't be stressed enough if you expect to experience success in the business industry, regardless of the type of company you own. By listening effectively and fully, you'll have the ability to gather all the information you need to not only meet your customers' needs but exceed them. 

**Stacy** — Stacy is a talented writer with two lovely boys, and she works full-time as a mobile crisis clinician. Although she loves helping people experiencing mental health and substance abuse crises, writing is Stacy's true passion, and she has over 16 years experience writing professionally. Contact her at: [tiny1.org/stacy](https://tiny1.org/stacy)



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Healthcare Retention Strategies:

# *How to Boost Patient Loyalty*

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**

As a dedicated healthcare practitioner, you understand that providing exceptional care to your patients is an ongoing priority. However, in an increasingly competitive landscape, retaining those patients and cultivating their long-term loyalty is equally vital for the success and growth of your practice.

Losing patients doesn't just impact your bottom line - it disrupts the continuity of care, potentially hindering positive health outcomes. While you likely have some patient retention strategies in place, could

you be doing more to deepen those patient relationships and boost loyalty over time?

## **Understand the Importance of Patient Retention**

For any thriving healthcare practice, keeping your existing patient base should be a top priority. Retaining current patients is far more cost-effective than constantly working to acquire new ones.

But retention alone isn't enough - you need patients who are truly loyal. Loyal patients consistently adhere to treatment plans, keep appointments, and remain under



## WELCOME

- Create a positive impression
- Ensure Understanding
- Assess needs



## EDUCATE

- Provide preventative care
- Build awareness



## ENGAGE

- Seek feedback
- Close care gaps
- Drive satisfaction



## RETAIN

- Renew reminders
- Build loyalty

your care long-term, leading to better health outcomes. Not only that, but a base of loyal patients provides dependable, recurring revenue for your business. They're not just satisfied customers - they actively choose your practice for their ongoing healthcare needs.

The key is implementing strategies that focus on both patient retention and loyalty. By making this a central effort, you cultivate a committed patient base that sticks with your practice. This consistent patient volume allows you to build a more stable, profitable practice environment over time.

## Enhance the Patient Experience

Creating a positive, memorable patient experience is key to boosting loyalty. From the moment patients arrive, create a welcoming atmosphere by investing in an inviting waiting area, efficient check-in processes, and a clean, organized treatment space. These subtle cues shape their initial impression. Prioritize open communication by actively listening to understand patients' needs. They'll appreciate feeling truly heard. Use technology

to enhance convenience through options like online appointment booking, telemedicine access, and seamless billing - conveniences that improve the overall experience.

By focusing on these aspects, you create an environment that keeps patients engaged and satisfied from their first visit.

## Build Stronger Patient Relationships

At the heart of boosting patient loyalty is cultivating strong personal bonds. From your first interaction, take time to understand each patient's unique needs and preferences. Small gestures like addressing patients by name, reviewing their medical history, and showing genuine care for their well-being can have a big impact.

Providing this personalized attention shapes how patients perceive your practice. Follow-up communications, like post-visit calls or emails, deepen the relationship. Patient education is also crucial - empowering patients with knowledge about their conditions and treatments builds trust and long-term commitment.

Open, honest dialogue is essential. When you address questions and concerns with compassion, making patients feel heard and understood, they're far more likely to remain loyal to your practice.

## Leverage the Power of Patient Feedback

Patient feedback is invaluable for identifying areas for improvement before issues arise that lead to dissatisfaction. Regularly collect feedback through digital surveys, comment boxes, online reviews, and more. Analyzing this feedback can uncover clear opportunities to enhance your practice.

Just as importantly, respond promptly to concerns and implement any necessary changes to show your commitment to continuous improvement. When patients see their feedback leading to positive changes, they feel heard and valued, building trust and reinforcing their loyalty.

Making patient voices a constant part of your approach demonstrates a genuine dedication to delivering the best possible experience every time.



## Implement Effective Communication Channels

Consistent communication is key to patient retention. Use email, text messaging, and patient portals to ensure your patients feel informed and connected. Regular check-ins, appointment reminders, and personalized health tips keep your practice top-of-mind. Responding promptly to inquiries builds trust.

Patients appreciate being kept in the loop about their health journey and any updates from your end. By maintaining clear and consistent communication, you can foster a sense of trust and reliability.

## Leverage Healthcare Marketing Strategies

Healthcare marketing is essential for both attracting new patients and retaining existing ones. Engage your patients through social media, email newsletters, and referral incentives to keep them involved with your practice. Additionally, showcase patient testimo-

nials to reassure loyal patients and attract newcomers. Highlighting success stories and positive feedback builds trust and encourages patient retention.

## Continuous Improvement and Staff Training


Investing in ongoing staff training is crucial to ensure everyone, from front desk personnel to clinical staff, understands the importance of exceptional patient care and customer service. Regular training sessions keep the team up-to-date on best practices and new technologies, ensuring they provide the highest standard of care.

Create an environment where staff are invested in each patient's well-being and encourage them to identify opportunities for enhancing processes and procedures. Regularly reviewing and adapting your strategies to align with evolving patient needs and industry

trends allows your practice to remain responsive and relevant.

## The Path to Long-Term Patient Loyalty

Building patient loyalty is an ongoing process. It requires a multi-pronged approach and a constant commitment to excellence throughout the entire patient journey. Regularly evaluate your strategies, gather patient feedback, and adapt to their evolving needs. Keeping patients at the heart of your efforts is crucial.

Start by delivering exceptional care and building strong personal relationships with your patients. Continuously improve and refine your practice operations, making manageable changes one step at a time. By following these best practices, you can strengthen patient bonds, reduce churn, and drive sustainable growth for your practice. 

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**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)



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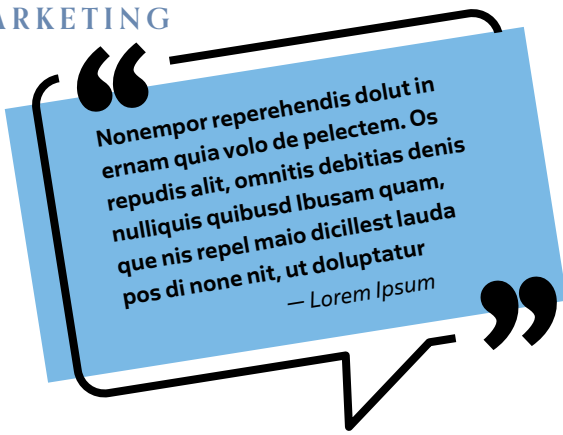
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Harnessing Social Proof:

# How to Use Patient Testimonials to Grow Your Practice

As a healthcare or wellness practitioner, you're well aware of the importance of building trust and credibility with potential patients. With so many options out there, it's crucial to differentiate your practice in an authentic, credible way. While you likely already understand the persuasive power of patient testimonials, are you truly maximizing this valuable asset? This guide will share practical strategies for harnessing authentic patient stories to attract new clients and accelerate growth.

## Step 1: Recognize How Testimonials Build Credibility

We're all aware of how powerfully social proof can influence people's decisions. And when it comes to healthcare and wellness, patient testimonials provide that crucial social proof needed to build serious trust and credibility with prospective clients.

A great example: "After struggling with chronic back pain for years, Dr. Smith's treatment plan finally gave me my life back. I can work, play with my kids, and live pain-free thanks to her expertise."

When choosing a healthcare provider, people want to feel confident they're making the right choice. Testimonials from real patients who've had positive experiences with you provide that powerful third-party endorsement. It shows you deliver quality care and get great results.

Beyond just demonstrating your skills, patient stories vividly illustrate the value you provide. Whether it's overcoming a chronic condition, achiev-



ing fitness goals, or finding emotional healing, real patient journeys give prospects an inside look at the life-changing work you can do. It paints a compelling picture of your capabilities, making potential clients more likely to choose your practice.

## Step 2: Identify and Collect Compelling Testimonials

Not all testimonials are created equal. To really make an impact, you need compelling patient stories that potential clients can relate to.

First, look for narratives that clearly articulate the patient's initial challenge. A relatable "before" situation helps build an emotional connection right away. Then, include vivid details outlining their journey and the specific solutions or treatments you provided to showcase your expertise. Hammer home the positive outcome achieved by working with you, whether it's improved health, enhanced mobility, or better quality of life.

Provide easy ways for happy patients to submit feedback, like written testimonials, videos, or audio recordings. You can also send follow-up emails or surveys after patients complete their treatment. Just remember to get explicit permission to use their words and likeness for marketing purposes.

## Step 3: Showcase Testimonials for Maximum Impact

With a collection of powerful testimonials, it's time to put them front and center to attract new clients.

Create a highly visible "Testimonials" page on your website featuring your best stories with visuals like photos and videos.

But don't stop there - sprinkle testimonials throughout service pages, blog posts, and all your marketing channels like emails, social media, ads, and print materials.

For extra credibility, look into earned media and PR opportunities too. Pitch powerful patient case studies to local media outlets or industry publications. Getting third-party coverage of your success stories is incredibly persuasive.

## Step 4: Optimize Testimonials for SEO

Don't overlook the SEO benefits of patient testimonials. With a little effort, you can rank higher in search engines for key terms related to your practice.

One simple tactic is to naturally weave relevant keywords into the patient testimonials themselves. Sprinkle in terms and phrases people search for related to the conditions or solutions you provide. Just keep it natural and readable. For example: "I couldn't believe how quickly Dr. Martin's specialized techniques for treating sciatica relieved my chronic lower back pain."

You can also create dedicated landing pages featuring testimonials targeting specific keyword categories, like "type 2 diabetes treatment."

Another powerful move is leveraging schema markup for your testimonials. Schema markup is a way to enhance your website's code to give search engines more context

about your content. While implementing the actual schema markup code can get technical, it allows your testimonials to get displayed as eye-catching rich snippets in search results for boosted visibility. If coding isn't your forte, collaborate with a web developer or digital marketing expert to properly integrate the schema markup for you.

## Step 5: Get Creative with Advanced Tactics

Take your testimonial efforts even further by repurposing in-depth patient stories into full case studies or success stories. These long-form, media-rich content pieces let you go deep into the challenges, solutions, and outcomes, giving you evergreen marketing material for your services.

Additionally, don't forget to mobilize your biggest patient advocates and leverage word-of-mouth referrals too. Identify those who've achieved amazing results and are passionate about your practice. Develop a referral program that incentivizes them to shout your praises. Few things are more persuasive than personal recommendations.

Finally, have a plan for professionally addressing any negative feedback that crops up. Despite your best efforts, it's natural to get the occasional poor review. By responding promptly, empathetically, and proposing solutions, you can often turn these situations around and reinforce your credibility. For example, if a patient leaves negative feedback about a rude staff member, respond by acknowledging their frustration,

*Continued on page 18*




apologizing for the lapse in service, and outlining the steps you'll take to reinforce customer service training with your team. This shows you take feedback seriously and are committed to improving the patient experience.

## The Unstoppable Force of Patient Stories

In today's competitive healthcare and wellness landscape, patient testimonials are a powerful tool for growing your practice. By using the influence of social proof, you build credibility, trust, and highlight your expertise in a way no other marketing can match.

Focus on identifying and sharing compelling personal stories that resonate with your ideal clients. Make sure to showcase these journeys across all your marketing channels.

Ultimately, few things are more persuasive and motivating than hearing about real people who have achieved incredible outcomes through your services. By making patient testimonials a central part of your marketing and brand storytelling, you'll create a solid foundation for the growth of your healthcare or wellness practice. 

**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)

## Crafting the Perfect Testimonial Request

**Personalize the Message:** Generic requests tend to fall flat. Instead, tailor your ask to each individual. Mention specifics about their experience with your brand or product. For instance, if they've been a loyal client, acknowledge that.

**Make It Easy:** Busy people appreciate simplicity. Provide clear instructions on what you're looking for. If you want a written testimonial, consider offering a few prompts or questions to guide them. If you're open to video testimonials, let them know.

**Professional Yet Friendly Tone:** Strike a balance. You want to maintain professionalism while also being approachable. Imagine you're having a friendly chat with a colleague.

**Ask the Right Questions:** Don't just say, "Hey, can you write a testimonial?" Instead, ask specific questions that elicit meaningful responses. For example:

- "What specific results did you achieve using our service?"
- "How has our product made your life easier?"
- "What surprised you the most about working with us?"

**Consider Incentives:** While not necessary, incentives can encourage participation. It could be a small discount, a shout-out on social media, or a feature in your magazine.

**Offer a Choice of Medium:** Some people love writing, while others prefer speaking. Give them options: written, video, or even audio testimonials.

**Use Different Channels:** Email is the most common way to ask, but don't limit yourself. Consider reaching out via social media, phone calls, or even during a video conference.

## Timing Is Everything

When should you ask for a testimonial? Here are some opportune moments:

**Post-Purchase or Service Completion:** Right after they've experienced your product or service.

**When They're Talking About You:** If they're already singing your praises on social media or in emails, that's a great time to ask.

**After Positive Reviews:** If they've left a glowing review on a third-party site, capitalize on that goodwill.

**Follow-Up Emails:** Use follow-up emails as a chance to request testimonials consistently.

## Who to Ask?

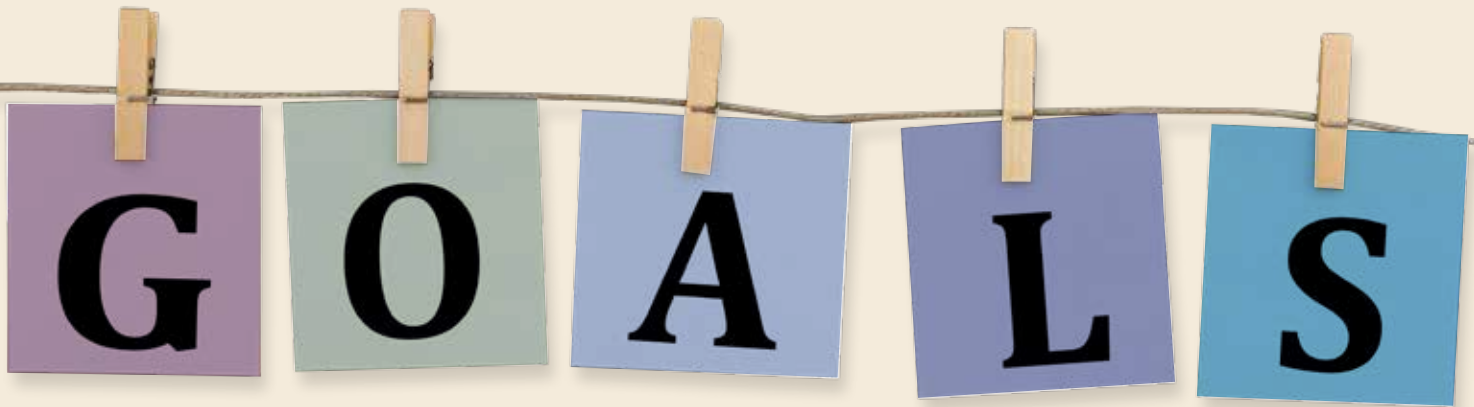
Target these groups for the best testimonials:

**Loyal Clients:** Those who've been with you for a while.

**Industry Influencers:** People with strong reputations.

**Remarkable Success Stories:** Customers who achieved outstanding results using your offerings.

Remember, testimonials are like little trust-building gems. So go ahead, sprinkle them throughout your website & marketing materials, and let your prospects see the magic your brand creates! 



Employee Expectations:

# 5 *Ways to Set Achievable Goals*

Expectations in the workplace aren't about micromanaging; it's about keeping employees and management aligned towards the common goal.

When employee expectations aren't clearly communicated or understood, businesses can experience a slowdown due to disengagement that's entirely avoidable. In fact, a study has shown the US is experiencing a decline in employee engagement for the first time in its history, with 17% of workers displaying signs of being actively disengaged.

It's often not the employee's failure; it's a management issue caused by either poor communication or an unfocused approach to corporate goals. But the good news is that setting employee expectations clearly and consistently can reverse this trend.

## What are employee expectations?

Employee expectations cover many aspects of their employment, from timeliness to promotion opportunities. The employee's experience is guided by the expectations set and communicated by company leaders, developing a core set of beliefs each individual can follow.

Some behaviors that could be set out through employee expectations include:

- Maintaining a clean and tidy appearance
- Treating fellow employees with respect and empathy
- Following the code of conduct and other company policies
- Arriving to work on time and performing their duties to an acceptable standard
- Representing the company in a positive light both inside and outside the office, in the real world and online

Expectations can be collected into an employee handbook, which serves as a guide for new employees. Employees have something to refer to when they need clarification on company policy and procedures.

### Employee expectations from their workplace

Expectations at work are a two-way street. Just as the boss has expectations of their employees, the employees have their own hopes and needs from the company. This can include things like:

- A safe place to work
- Support from management
- Opportunities for promotion and growth

- A fair balance between work and their personal lives

In fact, a Glassdoor study revealed that 87% of employees expected their employer to support them in balancing their lives between work and personal commitments.

## 5 ways to set employee expectations

Everyone needs to be on the same page for a team to thrive in their roles. Leaders play the most important role in making this happen, and here's seven ways to do just that:

### Make expectations very clear

Employee expectations must be clearly communicated to staff. Otherwise, they can't be expected to know. Instead of hiding expectations between random acronyms and buzzwords, lay them out in plain language.

### Document everything

Create proper documentation for employees to use as a reference. Start by adding employee expectations to an employee handbook given out during onboarding. New staff members can familiarize themselves with company culture as part of their early training.

Create a shared folder on the company's network or cloud drive alongside a handbook. Doing so gives employees easy access to essential documents like guidelines, protocols, and instant updates to company policy.

### Offer regular feedback to employees

Schedule weekly feedback sessions with employees. Managers have an opportunity to reinforce

employee expectations and field any questions they may have.

A study by Officevibe found that 43% of highly engaged staff received feedback every week. Feedback can be delivered in multiple ways, including the classic 1-on-1 meeting. Managers can host team meetings, brainstorming meetings, or introductory meetings for new staff.

### Be an example for employees

As a leader in business, you should embody the expectations set. Managers are often viewed as role models by employees.

If the leadership at the company can lead with their actions and not just their words, employees will be more receptive. For example, 75% of people have experienced burn-out at work. If a team sees their manager regularly working late hours and neglecting self-care, they may feel pressured to do the same.

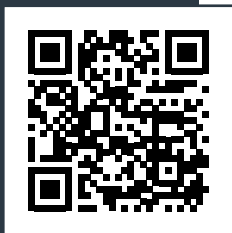
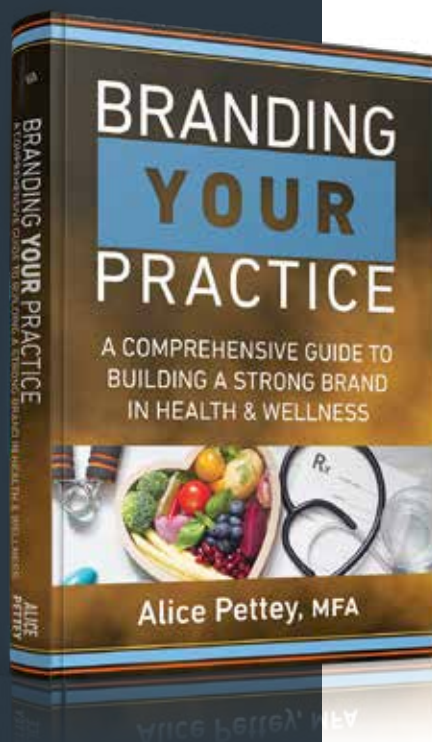
### Create a feedback loop

A feedback loop ensures that feedback is always a two-way street. Employees should feel empowered enough to voice any concerns they may have. By including a feedback loop, employees feel valued and heard at work. This can lead to deeper levels of engagement and commitment from your team.

When employees feel their voice matters at work, they're more likely to take ownership of their work and contribute proactively to company growth.

## Managing employee expectations for success

Engaged employees are a testa-



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ment to the power of well-managed expectations. Research shows that engaged employees put 57% more effort into their tasks than those who feel disengaged at work.

If expectations are poorly managed or unreasonable in nature, it can significantly affect team stress levels. Stress at work is a significant concern, as 41% of stressed employees believe the added emotional strain negatively affects their performance.

Taking a proactive approach to communicating and managing

employee expectations helps ensure every team member has some ownership over the company's mission and objectives. 

Sources:

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**Ted Moreno** always been a prolific learner so I put myself to good use and embarked on a content writing journey. After 5 years and I still love to learn all about new companies and creating reader-friendly content. If you would like to reach out to Ted for custom content you can contact him at [tiny1.org/tmoreno](https://tiny1.org/tmoreno)



Community Outreach:

# *Event Marketing Strategies to Grow Your Patient Base*

As a healthcare professional, acquiring new patients and nurturing lasting relationships should be top priorities for growing your practice. While digital marketing tactics are essential, participating in local community events is an extremely powerful way to connect face-to-face with your target audience, establish credibility as an expert, and ultimately drive more appointments.



Here, we'll look at how to unlock the full potential of local events for patient acquisition and retention. From identifying the most valuable event opportunities to amplifying your presence, these strategies will help you expand your community presence and grow your patient base.

## The Power of Event Marketing for Patient Acquisition

Having an active local presence through events allows you to connect with prospective patients in a casual setting. You can share health information, showcase your expertise, and start building trust for new long-term relationships.

Event marketing is extremely cost-effective compared to other patient acquisition channels. With minimal investment, you gain valuable visibility within the community while also having the opportunity to directly capture contact information from potential new patients.

Ultimately, making your practice a recognizable presence locally lays the groundwork for continued referrals and sustainable growth.

## Identifying the Right Community Events

The first step is identifying events and opportunities aligned with your practice goals and target patient demographics. Research local festivals, fairs, charity functions, and health expos happening in your area. Check community calendars, college listings, health clubs - anywhere your patients go. Assess

each event's ability to draw your ideal patient base and how well it aligns with the care areas you specialize in.

For example, if you specialize in pediatrics, family-friendly events with kid-friendly activities could connect you with countless potential patients and their families. Carefully vetting events ensures you're investing your time and resources into opportunities that truly resonate.

In addition to participating in existing events, create your own branded event opportunities tailored to your audience:

- Host free health screenings or workshops, spotlighting your services - let prospects experience your expertise firsthand.
- Celebrate milestones like anniversaries with open house-style events offering facility tours, staff meet-and-greets, and branded promotional giveaway items.
- If no local health fairs or wellness expos exist, consider organizing one yourself focused on your target audience, with relevant vendors and educational sessions to generate leads.
- Host seminars focusing on common patient concerns within your specialty to establish yourself as the local expert.

The key is a balance of participating in existing community events and creating your own unique, highly-targeted event experiences. Focus on opportunities that put you face-to-face with quality patient prospects.

## Building a Memorable Event Presence

Once you've identified the ideal community events, it's time to create a presence that will capture the attention of attendees and leave a lasting impression. Craft an eye-catching booth or display that reflects your practice's branding and values. Incorporate hands-on activities or demonstrations that allow attendees to experience your expertise through interactive elements.

Additionally, branded giveaway items and promotional materials can be useful tools. Offer informative brochures, stress balls, or other practical items that attendees can take home and associate with your practice. Consider offering incentives like a free initial consultation, health screening, or a downloadable guide in exchange for contact information.

## Maximizing Event Visibility and Attendance

Implement a cohesive multi-channel promotion plan to maximize attendance and visibility. Leverage traditional local tactics like print, TV, radio, billboards, and direct mail to reach residents. Digitally, use website and blog content, email campaigns, paid ads, event listings, and social media posts to drive awareness. Using both traditional and digital tactics ensures maximum visibility.

Leverage social media effectively - build anticipation pre-event with teasers, share real-time updates and engage during the event, then continue the conversation after-

ward with photo and video highlights alongside a summary of the event. Extend exclusive event offers to your existing patient base, and partner with complementary local businesses for cross-promotion.

### Prioritize Prompt, Persistent Post-Event Follow-Up

The real work starts after the event - turning those leads into loyal, long-term patients through dedicated follow-up. Collect contact information from interested attendees, whether through sign-up sheets, digital forms, or business cards. Then swiftly initiate a multi-touch outreach campaign while their interest is high.

- Send personalized initial follow-up emails or texts within two days.
- Mail eye-catching welcome packets highlighting your services.
- Set up automated nurture email campaigns delivering helpful content over several weeks.
- Schedule phone calls to address questions, build rapport, and invite them to book a first appointment.

Don't let those hard-earned leads go cold. Consistent nurturing across multiple channels is critical. Promote exclusive new patient offers. Share educational content establishing you as the trusted local expert. Thorough post-event follow-up is what separates the most successful practices from the rest.

### Measuring Success and Refining Your Approach

To continuously improve your event marketing strategies, it's crucial to assess your performance and adjust your tactics based on the outcomes. Identify key metrics to track, such as the number of new patients acquired, leads generated, or social media engagement levels during the event.

Examine closely which tactics drove the strongest results and highest engagement from attendees. Focus your efforts on the events that had the most impact, and work to enhance each future experience to be even more engaging than the last.


### Building Lasting Connections Through Community Engagement

Event marketing often requires an upfront investment, whether in

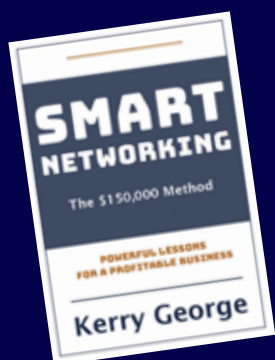
time, resources, or money. However, the long-term benefits for healthcare providers who maintain a consistent presence in the community are immense:

- Amplified brand visibility and trust locally.
- More new patients and increased revenue.
- Improved patient retention and loyalty.
- More referrals from happy patients.
- Solidifying your reputation as the go-to care expert.

By nurturing face-to-face connections through local event marketing, you'll forge lasting patient relationships critical for accelerated practice growth.

So get out there and start making your practice a fixture at the right local events. Done well, these strategies provide a steady stream of quality prospects that will fuel your business into the future. 

**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)



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# Dear Santou



## Struggling to Connect with a Screen-Obsessed Teen

Dear Santou,

My 12-year-old daughter spends almost all her free time on her phone or tablet, playing games and chatting with friends. I feel like we're losing our connection because she rarely wants to engage in family activities or even talk to us.

On multiple occasions, I have asked her to get ready to go out. I gave her plenty of lead time to get ready and trusted her to do so, while I attended to other things in order to leave the house. I've tried setting limits, but it always ends in arguments and resentment.

How can I help her spend less time on her devices and reconnect with our family?

Sincerely,

Disconnected Parent  
47, IOWA

Dear Disconnected Parent,

It's a common concern in today's digital age, and you're not alone in feeling this way. Striking a balance between screen time and family time can be challenging, but it's definitely possible.

Have you heard of the phrase "connection before correction?" I'm a big believer in it. Here are

some strategies to help you reconnect with your daughter and manage her screen usage more effectively:

### Strategy 1:

#### Rekindle Past Connections

Remind Them of Happy Memories:

*1. Revisit Old Activities:* Remind your daughter of how she used to love connecting with you as a younger child by asking her to do similar or related activities you used to enjoy together. This can re-ignite happy memories and make her more open to listening to your concerns about her screen time.

*2. Create New Traditions:* Adapt these activities to suit her current interests and establish new family traditions that can become special for both of you.

### Strategy 2:

#### Express Your Feelings and Invite Participation in the Conversation

Communicate Feelings Within a Conversation:

*1. Express Your Emotions:* Don't be afraid to tell your daughter that you miss her, miss her presence in the common rooms of the house, and miss the good times you used to have together. This can help her understand the emotional impact of her excessive screen time.

*2. Invite Her Input:* Ask her if she would like to have more good times together and seek her opinion on how the two of you (and the wider family, if applicable) can create more meaningful moments together.

*3. Communicate Openly:* Have an open, heart-to-heart conversation with your daughter about your concerns. Explain why you think

it's important to limit screen time and the benefits of engaging in other activities. Listen to her perspective on why she thinks it is important to spend time on her device and try to find a compromise that works for both of you.

### Strategy 3:

#### Schedule Quality Family Time

Plan Regular Activities:

*1. Create Enjoyable Family Time:* Plan regular family activities that everyone can enjoy, like game nights, outdoor adventures, or cooking together. Make these times special and enjoyable to encourage your daughter to participate.

*2. Establish Family Rituals:* Set up regular tech-free family rituals, like weekly walks or Sunday dinners. These rituals can help strengthen your bond and create a routine that doesn't involve screens.

*3. Encourage Other Interests:* Help your daughter discover and develop hobbies or interests that don't involve screens. This could include sports, music, art, reading, or other activities that she might find engaging and fulfilling.

### Strategy 4: Creating Boundaries

*1. Set Clear Boundaries:* Establish and enforce clear rules about screen time. For example, no devices during meals, homework time, or family activities. Consistency is key, so make sure everyone in the household, including adults, follows these rules.

*2. Create Screen-Free Zones:* Designate certain areas of your home as screen-free zones, such



## DEVELOPMENT

as the dining room or bedrooms. This can help encourage more face-to-face interactions and ensure that screens don't dominate every part of your lives.

### Strategy 5: Getting Creative While Problem Solving

**1. Educational Use:** Encourage the use of devices for educational purposes. Find educational games, apps, and programs that can provide both learning and entertainment. This can help shift some screen time towards productive use. If your child likes graphic design, then you could set up a free account of Canva for them to learn a skill while having fun and being creative in choosing designs, playing with color and fonts, etc.

**2. Use Screen Time Management Tools:** Many devices have built-in features that allow parents to monitor and limit screen time. Utilize these tools to help manage her usage without having to constantly intervene.

### Strategy 6: Getting Support in Navigating New Territory

**1. Seek Professional Help if Needed:** If you find that your daughter's screen usage is affecting her school performance, social life, or mental health, consider seeking advice from a professional, such as a counselor or therapist.

Balancing screen time with other aspects of life can be difficult, but with patience and persistence, you can help your daughter develop healthier habits and strengthen your family connection.

Best of wishes,  
Santou

## Coping with a Cancer Diagnosis

Dear Santou

I was recently diagnosed with cancer, and I'm struggling to come to terms with it. I'm 42 and have a loving husband and an eight year old child. The diagnosis has turned my world upside down, and I feel overwhelmed by fear and uncertainty – not only for my future but my child's future without me to guide her. I've always dreamed of raising a child and this doesn't seem fair.

I'm finding it hard to focus on anything, especially at work. And I feel disconnected from my usual support systems, such as my family and work colleagues because they don't seem to understand how scared I am. They just dismiss my concerns with 'cheer up' platitudes. I guess they are in denial and don't want to consider the possibility that I may not be around for much longer.

I feel lonely in this experience because no one is willing to have an honest conversation with me where the outcome won't be so cheery.

How can I cope with this diagnosis and find some peace amidst the chaos in my mind and life?

Sincerely,  
Terrified, 42, California

Dear Terrified,

I'm so sorry to hear about your diagnosis. Facing cancer is incredibly challenging, and it's completely natural to feel overwhelmed and scared. Here are some steps you can take to help

you cope and find some peace during this difficult time:

**1. Seek Support:** Connect with loved ones who can offer emotional support. Don't hesitate to reach out to friends, family, or a therapist with experience of working with cancer or End-of-Life patients who can provide a listening ear and understanding, such as [www.griefsupport.co/](http://www.griefsupport.co/)

**2. Educate Yourself and Others Around You:** Knowledge can be empowering. Learn about your specific type of cancer and the treatment options available to you. This can help you feel more in control of your situation. Share this info with others in your family or work community because they may not know how to support you. Here is a free resource that you can pass on to them to help them understand the process and how they can support you – [www.griefsupport.co/hope/](http://www.griefsupport.co/hope/)

**3. Take Care of Your Body:** Focus on maintaining a healthy lifestyle by eating nutritious foods, staying active as much as you can, walking frequent in nature, such as your local park, and getting enough rest. Your body needs to be as strong as possible to fight the cancer.

**4. Join a Support Group:** Sharing your experiences with others who are going through similar struggles can be incredibly comforting. Consider joining a cancer support group where you can connect and talk with others facing the same challenges.

**5. Consider A Therapeutic Writing:** If you don't fancy the idea of talking in a group, consider joining

a cancer or health loss writing group. Writing can be a powerful tool for processing emotions and finding clarity. There is a health loss writing group membership that I am aware of which offers a unique opportunity to cope with your diagnosis through writing, and sharing with others is optional.

You can find out more here – .... (need to create a page on the [griefsupport.co](https://griefsupport.co) website by duplicating the grief writing page, and link it to the Engage Bay waiting list that I have already created)

Taking part in such a group could provide you with emotional relief and a sense of community, helping you navigate through this difficult journey with more support and understanding.

Remember, it's important to be gentle and kind to yourself and take things one day at a time. Your feelings are valid and provide an important source of information. Seeking out resources and support can make a significant difference.

With compassion,  
Santou

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If you'd like to submit a question to *Dear Santou*, please visit [DifferentiateMag.com/DearSantou](https://DifferentiateMag.com/DearSantou) or send an email to [DearSantou@diffmag.com](mailto:DearSantou@diffmag.com)



# How To Use Guest Podcasting To Increase Sales

*Instead of Wasting Hours On Social Media!*



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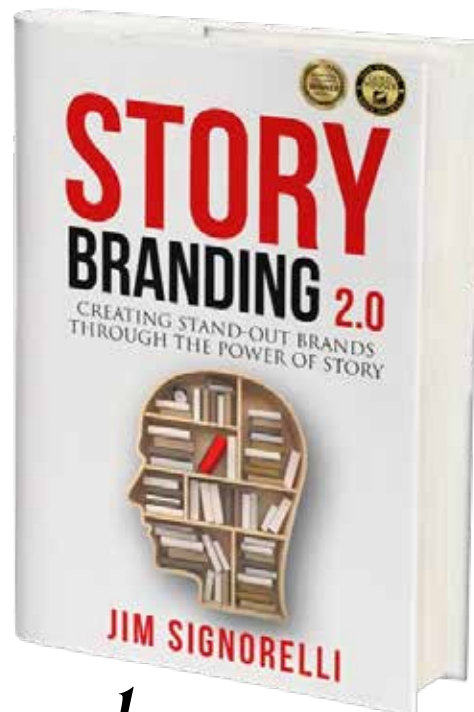
With specializations in marketing content, online business, management and leadership topics as well as personal development, nutrition and mental health. Daniel can help you solve your content woes.

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# *StoryBranding™ Transforming Brands through the Power of Story*

In the fast-evolving world of marketing, establishing a powerful and memorable brand has become more challenging than ever. Enter "StoryBranding 2.0," a revolutionary approach by Jim Signorelli that leverages the timeless power of storytelling to create standout brands. This method transcends traditional marketing techniques, focusing on the deep emotional connections and shared values between brands and their audiences.

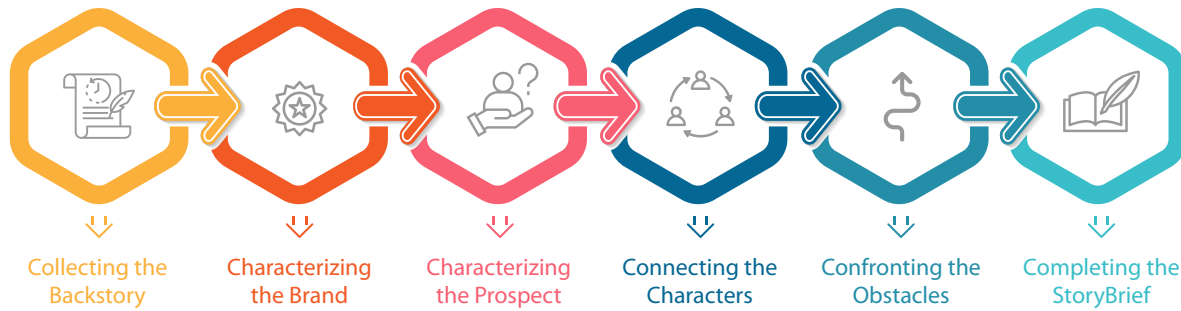
## **The Essence of StoryBranding™**

At its core, StoryBranding™ is about more than just crafting a compelling narrative; it's about aligning a brand's purpose with the fundamental elements of storytelling. According to Signorelli, a story is "a narrative about a character dealing with an obstacle to achieve some important goal." This definition underscores the importance of character, conflict, and resolution, all of

which are crucial in making a story engaging and relatable.

## **Why Stories Matter**

Stories are intrinsic to human communication. They have been used since the dawn of civilization to guide, inspire, and teach. Stories resonate because they align with our natural way of processing information, invoking emotions, and making sense of the world. Signorelli argues that brands, like stories, should move beyond



mere functional benefits and tap into deeper, more meaningful associations.

## The StoryBranding™ Process

The StoryBranding™ process involves several key steps designed to ensure that a brand's message is not only heard but felt. Here's a brief overview of these steps:

### 1. Collecting the Backstory:

Understanding the brand's history, mission, and values. This step is crucial as it lays the foundation for the brand's narrative.

### 2. Characterizing the Brand:

Defining the brand's core attributes and what it stands for. This includes identifying the brand's inner and outer layers—its beliefs, values, and the tangible features it offers.

### 3. Characterizing the Prospect:

Understanding the audience's needs, desires, and challenges. This step focuses on creating a detailed persona that reflects the brand's ideal customer.

### 4. Connecting the Characters:

Building a narrative that connects the brand and its audience on a deeper level. This involves aligning the brand's story with the audience's personal experiences and values.

### 5. Confronting the Obstacles:

Identifying and addressing the barriers that might prevent the brand from connecting with its audience. This could include market competition, audience skepticism, or internal inconsistencies.

### 6. Completing the StoryBrief:

Crafting a concise and compelling story brief that encapsulates the brand's narrative. This brief serves as the blueprint for all marketing communications.

## From Storytelling to StoryBranding™

While storytelling is a powerful tool in marketing, StoryBranding™ takes it a step further by embedding the principles of story structure into the brand development process. It's not just about telling a story; it's about making the brand itself a story. This approach helps to create a consistent and authentic brand image that resonates deeply with consumers.

## The Power of Themes

A critical element of StoryBranding™ is the use of themes. Themes are the underlying messages or morals that give a story its meaning. For brands, themes help to communicate core values

and beliefs, making the brand more relatable and *memorable*. Legendary brands like Nike ("*Just Do It*") and Apple ("*Think Different*") have successfully used themes to create strong emotional connections with their audiences.

## Implications for Modern Marketing

In today's marketing landscape, where consumers are bombarded with countless messages, StoryBranding™ offers a way to cut through the noise. By focusing on the emotional and psychological connections between brands and their audiences, StoryBranding™ helps to create loyal and passionate customers who see the brand as a reflection of their own values and beliefs.

## Conclusion

Jim Signorelli's StoryBranding™ provides a comprehensive framework for building brands that not only stand out but also endure. By harnessing the power of story, brands can move beyond superficial marketing tactics and create deep, lasting connections with their audiences. As Signorelli aptly puts it, "*Brands perceived as stories to be told have a better chance of helping us find meaning than they do as things to be sold.*" 

Staff Writer —



# 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 build on the topic started by this issues [From the Book](#) article and help you apply the principles of StoryBranding™ to your brand. The following will help you in creating a compelling narrative that resonates with your audience.

### Step 1: Collecting the Backstory

This step is all about understanding the brand's history, mission, and values. You need to have a good grasp of this information in order to craft a compelling and on-target brand story.

#### Brand Audit

Looking back from the founding of the practice, list all historical milestones. One good way of doing this is to ask yourself "What are the significant events in your brand's history?" Consider product launches, key hires, major successes, and challenges.

Create a timeline of these events.

#### Mission Statement Review

We want to ensure your mission statement reflects your brand's purpose and vision. If it doesn't, it may be time for a rewrite.

Review the following questions to determine if your mission statement is still on point:

Does your mission statement clearly articulate why your brand exists and what it aims to achieve? Is it realistic? Is it motivating and inspiring employee commitment? Is it based on the practice's core competency?

Additionally, consider whether it is short, specific, and focused. Is it memorable? Is it easy to understand? Does it say what the practice wants to be remembered for?

If you find your mission statement lacking in any of these areas, it might be time for a refresh to ensure it truly represents your brand's core values and goals.

Write down your current mission statement. Identify any gaps or areas for improvement.

#### Values Alignment

Write down the top five values that your brand embodies.

How do these values influence your brand's decisions and actions?

Provide examples of how these values are evident in your brand's operations.

### Step 2: Characterizing the Brand

**Inner Layer Identification:** Start by listing the beliefs and values that your brand stands for. Consider what emotional benefits your brand offers. This inner layer is crucial in defining the essence of your brand and what it represents to your customers. To help visualize these beliefs and values, create a chart that outlines and organizes

them clearly.

**Outer Layer Analysis:** Next, identify the physical features and functional benefits of your product or service. Examine how these features and benefits align with your brand's inner values. This alignment ensures that your product not only meets functional needs but also resonates emotionally with your customers.

Write a detailed description of your product's features and benefits, highlighting how they support and reflect the core values of your brand.

#### Archetype Selection

Determine which archetypal persona best represents your brand. Consider whether your brand embodies the qualities of a Hero, always striving to overcome challenges and inspire others, or a Sage, dedicated to seeking truth and sharing wisdom. Perhaps your brand aligns more with the Caregiver, focusing on nurturing and supporting those in need. Identifying the right archetype helps in crafting a consistent and compelling brand narrative that resonates with your audience and reflects your core values.

Research brand archetypes and select one that fits. Explain your choice in a short paragraph.

## Step 3: Characterizing the Prospect

Understand the audience's needs, desires, and challenges.

### Persona Development

To effectively understand your ideal customers, begin by creating detailed personas that encompass their demographics, psychographics, and behavior patterns. Use a template to fill out the details for at least three customer personas. This process will help you gain a comprehensive view of who your customers are and what drives their behavior.

### Empathy Mapping

Once the personas are developed, create an empathy map for each, considering what they think, feel, say, and do in relation to your brand. Draw and fill in an empathy map for each persona to gain deeper insights into their perspectives. This step is crucial for understanding the emotional and psychological landscape of your customers, allowing you to tailor your messaging and approach to better meet their needs.

### Customer Journey Mapping

Map out the customer journey from awareness to purchase and post-purchase, identifying the key touchpoints where your brand engages with customers. By creating a customer journey map you can highlight these touchpoints and identify potential areas for improvement. This comprehensive mapping will enable you to enhance the customer experience at every stage, ensuring a smoother and more satisfying journey for your customers.

## Step 4: Connecting the Characters

To build a narrative that connects your brand and its audience on a deeper level, start by crafting a story where your brand is the guide and your customer is the hero. Identify the customer's problem, the brand's solution, and the transformation that results. Use this structure to create a simple story outline that highlights the journey and the role your brand plays in facilitating change.

### Story Outline

Begin by outlining a story where your brand serves as the mentor or guide, and your customer is the central hero. Identify the core problem your customer faces, describe how your brand provides a solution, and illustrate the transformation that follows. Writing a brief story outline using this structure will help clarify the narrative and ensure it resonates with your audience.

### Storytelling Elements

Incorporate classic storytelling elements such as character, conflict, and resolution into your brand narrative. How do these elements manifest in your brand's story? Draft a narrative that includes these components to create a compelling and engaging story. This will not only captivate your audience but also solidify the emotional connection between your brand and its customers.

### Narrative Consistency

Ensure that all brand communications consistently reflect the brand story. Is your brand story evident in your marketing materials, web-

site, and customer interactions? Conduct a brand audit to check for narrative consistency and identify areas for alignment. This will help maintain a cohesive and unified brand presence across all platforms and touchpoints.

## Step 5: Confronting the Obstacles

To effectively connect with your audience, it is essential to identify and address any barriers that may be preventing this connection.

### Obstacle Identification

Start by listing potential obstacles that might hinder the relationship between your brand and your audience. Consider both internal obstacles, such as misaligned messaging or inadequate resources, and external obstacles, such as market competition or changing customer preferences. Creating a table to categorize and describe these obstacles can provide a clear overview of the challenges that need to be addressed.

### Strategy Development

Develop strategies to overcome each identified obstacle. What specific actions can you take to address these barriers? Writing an action plan for each obstacle, complete with specific steps and timelines, will help ensure that these challenges are systematically and effectively tackled. This strategic approach will facilitate better connections with your audience and enhance overall engagement.

### Feedback Loop

Establish a feedback loop to continuously gather customer insights and refine your strategies. Consid-

## BRANDING

er how you will collect and analyze feedback, using methods such as surveys, focus groups, and social listening tools. Designing a comprehensive feedback system will enable you to stay attuned to your audience's needs and preferences, allowing for ongoing improvement and stronger, more meaningful connections.

### Step 6: Completing the StoryBrief™

Craft a concise and compelling story brief that encapsulates the brand's narrative.

#### StoryBrief™ Creation

Summarize your brand story in a one-page document, highlighting the key elements of character, conflict, and resolution. Ensure that the StoryBrief™ is clear and

compelling. This will serve as the foundation for all brand communications, providing a consistent narrative that resonates with your audience.

#### Review and Refine


Share the StoryBrief™ with your team and key stakeholders to gather feedback. Identify any areas that need clarification or improvement and refine the StoryBrief™ accordingly. Finalizing this document based on collective input ensures that it accurately represents the brand and aligns with the vision of all stakeholders

#### Implementation Plan

Develop an implementation plan to integrate the StoryBrief™ into all brand communications. Determine how the StoryBrief™ will guide marketing campaigns and content

creation. Create a detailed plan outlining how the StoryBrief™ will be used across different channels, ensuring that the brand's narrative remains consistent and impactful in all interactions.

### Conclusion

By following these steps, you can effectively implement the StoryBranding™ process and create a powerful, cohesive brand story that resonates with your audience. Use this workbook as a guide to transform your brand from a product or service into a compelling narrative that your customers can relate to and believe in. 

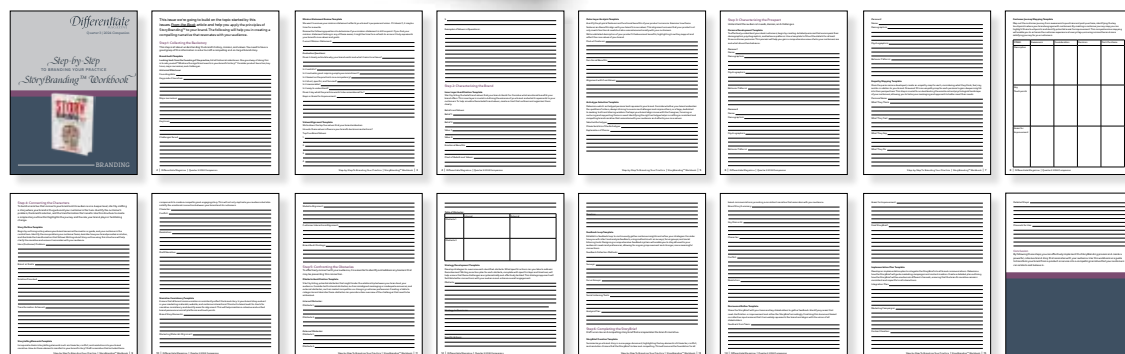
**Alice Pettey** — Founder of Neurotic Dog Studios, a branding and design agency. Editor of Differentiate Magazine, a quarterly magazine dedicated to helping practitioners brand and grow their practice.

## BE SURE TO DOWNLOAD THE COMPANION WORKBOOK

To get this article complete with workbook pages to help you complete each of the steps, visit [differentiatemag.com/storybranding](https://differentiatemag.com/storybranding) or scan the QR code below to go directly to the downloadable PDF.



#### SCAN QR CODE



# Branding Archetypes

An in depth look at the...



## HERO

The HERO archetype embodies strength, courage, and a drive to overcome challenges. Brands that align with the HERO archetype often position themselves as powerful, inspirational figures that empower their customers to conquer adversity and achieve greatness. Here's a detailed description of the HERO archetype in branding:

**Core Identity:** The HERO archetype is defined by a relentless pursuit of excellence and the courage to face and overcome obstacles. This archetype inspires others through its determination, resilience, and unwavering commitment to achieving goals.

**Brand Voice and Messaging:** HERO brands communicate with authority and conviction, often using strong, powerful language. Their messaging is designed to inspire and energize, encouraging their audience to take action. HERO brands are clear about their goals and mission, often framing their offerings as solutions to specific challenges.

**Visual Identity:** HERO brands use strong, dynamic visuals that convey power and action. Their color schemes often include bold, high-contrast combinations to capture attention and convey energy. Visuals often include images of individuals overcoming obstacles, achieving goals, or demonstrating strength and bravery.

The HERO brand appeals to ambitious individuals who are driven to succeed and overcome obstacles. These customers seek brands that provide the tools, inspiration, and support to help them achieve their personal and professional goals.

In essence, the HERO archetype in branding is about creating a narrative of strength, resilience, and triumph. It's about positioning your brand as a powerful force that helps your customers conquer challenges and become the heroes of their own stories. 📌

### Sub Archetypes:

- Athlete
- Liberator
- Rescuer
- Warrior

### Strengths:

- Self-sacrifice
- Redemption
- Transformation
- Faith
- Strength
- Courage
- Stamina

### Challenges:

- Arrogance
- Temptation of power
- Delusions of grandeur

### Examples:

- Odysseus
- Hercules
- Luke Skywalker (Star Wars)
- Bilbo Baggins (The Hobbit)
- Simba (The Lion King)
- Harry Potter
- U.S. Army
- Nike

*"The strength of a hero lies not in their power, but in their unwavering resolve to overcome adversity and inspire others to do the same."*

- Anonymous





# 5 Tips To Measure Success

Measuring success, whether at the workplace or at home, can help you figure out if you're heading in the right direction or if you should turn back and try a different approach. It's also an indicator of whether you're reaching your short- and long-term goals.

Then, anytime you feel you're not getting closer to your goals, you can take a step back and readjust.

Everyone has a different definition of what success looks like. For example, some people characterize success according to how high their yearly earnings are despite working in an organization where the company culture is stifling and the supervisors are overworked.

Alternatively, someone else might be making much less money someplace else, but still feel like they've won the lottery because their work environment is positive and engaging.

As such, experts have implemented several ways to measure success that work for everybody.

In this article, we discuss five ways to measure success in your life.

Take a look.

## 1. Believe in Yourself

Self-confidence doesn't come overnight. You have to first recognize what your values and

principles are, then make a conscious effort to live your life accordingly.

When you do that, you'll enjoy a sense of inner peace and high self-esteem. Thus, you live each day trying to be the best version of yourself, which is one of the highest measures of success.

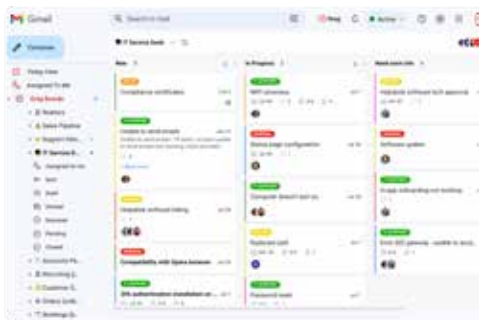
The problem is that sometimes we feel we have to live according to other people's values to please them or fit in and be accepted. That may be true for a while.

But eventually, you'll end up feeling defeated, worn out, and exhausted, which is the exact opposite of what you would describe as success.

## 2. Track Your Most Important Tasks

How you spend your time during the day is one of the biggest indicators of success. It tells you whether your main priorities are where they need to be.

Even if you work most of your waking hours, you may not be getting anything done.



To help you make the most of your time, create a schedule and keep track of how much you spend on the most critical tasks of the day.

If you find a task that you can hand over to others and delegate, then great! This means you can free up some time to focus on the tasks that really matter to you and will help you achieve personal and professional success.

### 3. Compare Yourself to the Yesterday Version of You

Think about your level of learning and knowledge five years ago, last year, and last month. You'll notice the line moving upward. Even if it's in small increments, this means that there's continuous learning.

This includes the practical experience you gain when putting your

ideas to work. It also includes that some of these ideas will inevitably fail.

Yet, you have to realize that failure is part of the learning process. After failing once, or even a dozen times, you now know what not to do, so you have a better chance of reaching your goals and achieving success.

### 4. Find Your Version of Inner Peace

It's nice to feel like we're contributing and making a difference in the world. It could be working as a diplomat traveling abroad, making an impact on a global level.

Or it could be within our immediate family where we're helping raise our kids or caring for our elderly parents.

It could also be just living an ordinary life, doing the things we love, and enjoying being in the presence of our friends and co-workers.




All these scenarios are good measures of success because, through them, we embrace inner peace and feel like we're adding value to the world around us.

### 5. Evaluate Your Relationships

Whether at work or in our personal lives, we all want to love and be loved. It's human nature and a goal we're all trying to achieve, which makes it a measure of success.

And when we feel like our emotions aren't being reciprocated, it can feel disappointing and frustrating.

Therefore, one of the best ways to measure your success in life is by the company you keep. Surround yourself with people who lift you up, inspire you to do better, and help you focus on what's right for you. 

Staff Writer —

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# Losing potential patients who don't understand the unique value you offer?

**Are you struggling to attract the right patients to your practice?**

**Is your message getting lost in the noise?**



At Neurotic Dog Studios, we understand the challenges facing your medical practice:

- Missed opportunities
- Feel like your practice is invisible - or How are we different from the practice up the road?
- Not connecting with your target patients
- Wondering why you went into this to begin with

We specialize in transforming these challenges into strengths. Here's how we can help:

- Identify WHO and WHERE your ideal patients are located.
- Rediscover the reasons you became a health professional and convey that passion daily.
- Craft a brand that speaks directly to your ideal patients.
- Anticipate and solve patient problems, building trust and loyalty.

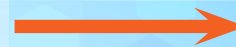
Imagine having patients who can't wait to spread the word about your exceptional services. We're not just about filling your schedule; we create meaningful, lasting engagements. For those who resonate with your practice, the bond will be irreplaceable. That's the magic we help craft.

Ready to transform your practice's branding and eliminate these pain points?

**Call 1-866-512-4344**

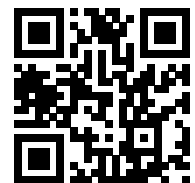
or schedule a meeting at

**[zcal.co/meetNDS](https://zcal.co/meetNDS)**



and let's create a *powerful, effective brand* for your practice.

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**BRAND MY  
PRACTICE<sup>SM</sup>**

# 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](#) website.

## JULY

### MONTH

National Fragile X Awareness Month  
National Hemp Month  
National Contract Sewing Month  
National Anti-Boredom Month  
National Grilling Month  
World Watercolor Month

National Peach Month  
National Picnic Month  
National Blueberry Month  
Independent Retailer Month  
National Ice Cream Month  
National Hot Dog Month

National Horseradish Month  
National Culinary Arts Month  
National Cell Phone Courtesy Month  
National Baked Bean Month

### WEEKS

Be Nice To Jersey Week – *First Full Week*  
National Zoo Keepers Week – *Starts Third Sunday*  
Hepatitis Awareness Week – *Week Of July 28*  
National Moth Week – *Last Week*

Parenting Gifted Children Week – *Third Week*  
Captive Nations Week – *Third Week*  
Major League Baseball All-Star Game – *Changes Annually*  
Everybody Deserves A Massage Week –

*Changes Annually*  
National Farriers Week – *Second Week*  
Nude Recreation Week – *Week After 4th Of July*

### DAYS

<b>July 1</b> National Gingersnap Day National Creative Ice Cream Flavors Day National U.S. Postage Stamp Day National Postal Worker Day <b>July 2</b> National Wildland Firefighter Day National Anisette Day <b>July 3</b> International Plastic Bag Free National Fried Clam Day National Chocolate Wafer Day National Eat Your Beans National Compliment Your Mirror Day <b>July 4</b> Alice In Wonderland Day Independence Day National Caesar Salad Day National Barbecued Spareribs Day <b>July 5</b> National Hawaii Day National Bikini Day National Graham Cracker Day National Apple Turnover Day National Workaholics Day	National Play Outside Day   First Saturday Of Every Month <b>July 6</b> National Hand Roll Day National Hop-A-Park Day First Saturday National Fried Chicken Day <b>July 7</b> National Koi Day National Day Of Rock 'N' Roll National Dive Bar Day National Macaroni Day National Strawberry Sundae Day National Father Daughter Take A Walk Day <b>July 08</b> National Raspberry Day National Freezer Pop Day National Chocolate With Almonds Day <b>July 9</b> National Dimples Day Cow Appreciation Day   Second Tuesday National Sugar Cookie Day <b>July 10</b> Chronic Disease Day	National Pina Colada Day National Kitten Day National Clerihew Day <b>July 11</b> National 7-Eleven Day National Mojito Day All American Pet Photo Day National Blueberry Muffin National Rainier Cherry Day National Cheer Up The Lonely Day National French Fry Day   Second Friday <b>July 12</b> Eat Your Jello Day Collector Car Appreciation Day   <i>Changes Annually</i> Paper Bag Day National Pecan Pie National Different Colored Eyes Day National Simplicity Day <b>July 13</b> National Barbershop Music Appreciation Day National Beans 'N' Franks Day National Delaware Day <b>July 14</b>
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MARKETING

National Mac And Cheese Day  
National Nude Day  
National Tape Measure Day  
National Grand Marnier Day

**July 15**  
Social Media Giving Day  
National Get Out Of The Doghouse Day | Third Monday  
National Gummi Worm Day  
National Tapioca Pudding Day  
National I Love Horses Day  
National Pet Fire Safety Day  
National Give Something Away Day

**July 16**  
Corn Fritters Day  
National Personal Chef Day  
National Hot Dog Day | Third Wednesday

**July 17**  
National Lottery Day  
National Tattoo Day  
World Emoji Day  
National Yellow Pig Day  
National Wrong Way Corrigan Day  
National Peach Ice Cream Day

**July 18**  
National Tropical Fruit Day  
National Dole Whip® Day  
Get To Know Your Customers Day | Third Thursday Of Each Quarter  
National Sour Candy Day  
National Caviar Day

**July 19**  
National Play Day  
National Daiquiri Day  
International Retainer Day  
National Words With Friends Day

**July 20**  
National Moon Day

National Pennsylvania Day  
National Lollipop Day  
National Fortune Cookie Day  
Toss Away The “Could Haves” And “Should Haves” Day | Third Saturday

**July 21**  
National Be Someone Day  
National Junk Food Day  
National Lamington Day  
National Ice Cream Day | Third Sunday

**July 22**  
National Fragile X Awareness Day  
National Penuche Fudge Day  
National Mango Day  
National Hammock Day

**July 23**  
National Lemon Day  
Gorgeous Grandma Day  
National Vanilla Ice Cream Day

**July 24**  
National Thermal Engineer Day  
National Drive-Thru Day  
National Cousins Day  
National Amelia Earhart Day  
National Tequila Day

**July 25**  
National Wine And Cheese Day  
National Hire A Veteran Day  
National Refreshment Day - Fourth Thursday  
National Hot Fudge Sundae Day  
National Merry-Go-Round Day  
National Thread The Needle Day  
National Intern Day | Last Thursday  
National Chili Dog Day | Last Thursday

**July 26**  
National Bagelfest Day  
National Coffee Milkshake Day

National All Or Nothing Day  
National Disability Independence Day  
National Aunt And Uncle's Day  
National Get Gnarly Day | Last Friday  
National Talk In An Elevator Day | Last Friday  
National System Administrator Appreciation Day Last Friday

**July 27**  
National Korean War Veterans Armistice  
National Day Of The Cowboy | Fourth Saturday  
National Scotch Day  
National Creme Brulee Day  
National New Jersey Day  
National Love Is Kind Day  
National Parents' Day | Fourth Sunday

**July 28**  
National Waterpark Day  
Buffalo Soldiers Day  
National Milk Chocolate Day

**July 29**  
National Lipstick Day  
National Chicken Wing Day  
National Lasagna Day

**July 30**  
National Climb A Mountain Day  
National Whistleblower Day  
National Father-In-Law-Day  
National Cheesecake Day

**July 31**  
National Avocado Day  
National Mutt Day | July 31 And December 2  
National Raspberry Cake Day

August  
Month

National Dog Month  
National Hair Loss Awareness Month  
National Wellness Month  
Medicalert Awareness Month  
Children's Eye Health And Safety Month  
National Brownies At Brunch Month  
Black Business Month  
Spinal Muscular Atrophy Awareness Month

National Immunization Awareness Month  
Motorsports Awareness Month  
International Peace Month  
Get Ready For Kindergarten Month  
National Panini Month  
National Goat Cheese Month  
National Sandwich Month  
Happiness Happens Month

National Back To School Month  
National Crayon Collection Month  
National Golf Month  
National Eye Exam Month  
National Catfish Month  
National Water Quality Month  
Romance Awareness Month  
Family Fun Month

WEEKS

World Breastfeeding Week – August 1-7  
 National Minority Donor Awareness Week – August 1-7  
 National Cleanse Your Skin Week – August 1-7  
 National Exercise With Your Child Week – First Full Week  
 International Assistance Dog Week – Begins The First Sunday  
 Stop On Red Week – First Full Week  
 Satchmo Summerfest – August 4-6  
 Sturgis Motorcycle Rally – Includes First Full Week  
 National Hobo Week – August 10-13

National Resurrect Romance Week – Second Full Week  
 National Balayage Week – Week Of August 16  
 Elvis Week – Week Of August 16  
 National Management Training Week – Third Full Week  
 National Aviation Week – Week Of August 19  
 Ride Sober Or Get Pulled Over – Changes Annually With Labor Day  
 Twins Days Weekend – First Full Weekend  
 National Composites Week – Last Week

Be Kind To Humankind Week – Last Week  
 National Kool-Aid Days – Second Weekend  
 National Health Center Week – Second Week  
 International Bat Night – Last Full Weekend Of August  
 Simplify Your Life Week – First Week  
 International Clown Week – First Week (1)  
 National Bargain Hunting Week – Second Week  
 National Farmers Market Week – First Full Week Of August

## DAYS

### August 1

International Mahjong Day  
 National Ipa Day | First Thursday  
 Respect For Parents Day  
 Minority Donor Awareness Day  
 National Raspberry Cream Pie Day  
 National Girlfriends Day  
 National Water Balloon Day | First Friday  
 International Beer Day | First Friday

### August 2

National Coloring Book  
 National Ice Cream Sandwich Day  
 National Play Outside Day | First Saturday Of Every Month  
 Sandcastle Day | First Saturday  
 National Vfr Day | First Saturday

### August 3

National Sunflower Day  
 National Hair Gloss Day  
 National Summit Day | First Saturday  
 International Hangover Day | Day After  
 International Beer Day  
 National Georgia Day  
 National Disc Golf Day | First Saturday  
 National Jamaican Patty Day | First Saturday  
 Mead Day | First Saturday  
 National Grab Some Nuts Day  
 National Mustard Day | First Saturday  
 National Watermelon Day  
 National Sisters Day | First Sunday  
 American Family Day | First Sunday

### August 4

National Coast Guard Day  
 National Friendship Day | First Sunday  
 National Chocolate Chip Cookie

### August 5

National Oyster Day

National Work Like A Dog Day

National Underwear Day

### August 6

National Social Engineering Day  
 National Night Out Day - First Tuesday  
 National Fresh Breath Day  
 National Root Beer Float Day  
 National Wiggle Your Toes Day

### August 7

Purple Heart Day  
 National Raspberries N' Cream Day  
 National Sea Serpent Day  
 National Lighthouse Day

### August 8

National Pickleball Day  
 National Mochi Day  
 National Whataburger Day  
 Global Sleep Under The Stars Night  
 National Cbd Day  
 National Dollar Day  
 National Frozen Custard Day  
 National Happiness Happens Day  
 Sneak Some Zucchini Into Your Neighbor's Porch Day

### August 9

National Passion Fruit Day  
 National Veep Day  
 National Rice Pudding Day  
 National Book Lovers Day

### August 10

Agent Orange Awareness Day  
 National Connecticut Day  
 National Shapewear Day  
 National Bowling Day - Second Saturday  
 National Garage Sale Day - Second Saturday  
 National S'mores Day - August 10  
 National Lazy Day

### August 11

Play In The Sand Day  
 Global Kinetic Sand Day  
 National Spirit Of '45 Day- Second Sunday  
 National Raspberry Bombe Day  
 National Son's And Daughter's Day  
 National Presidential Joke Day

### August 12

National Julienne Fries Day  
 National Vinyl Record Day  
 National Middle Child Day

### August 13

National Prosecco Day  
 National Filet Mignon Day

### August 14

National Navajo Code Talkers Day  
 National Creamsicle Day  
 National Hazy Ipa Day | Third Thursday

### August 15

National Leathercraft Day  
 National Lemon Meringue Pie Day  
 National Relaxation Day

### August 16

National Rum Day  
 National Airborne Day  
 National Roller Coaster Day  
 National Tell A Joke Day  
 Congressional Startup Day - Changes Annually

### August 17

Black Cat Appreciation Day  
 National Massachusetts Day  
 National Nonprofit Day  
 National I Love My Feet Day!  
 National Thrift Shop Day

### August 18

National Pinot Noir Day  
 National Fajita Day

MARKETING

National Ice Cream Pie Day  
National Mail Order Catalog Day –

August 19

National Potato Day  
International Bow Day  
National Soft Ice Cream Day  
National Aviation

August 20

National Accessible Air Travel Day  
National Chocolate Pecan Pie Day  
National Radio Day

August 21

Brazilian Blowout Day  
National Senior Citizens Day  
National Spumoni Day

August 22

National Surgical Oncologist Day  
Never Bean Better Day  
National Bao Day  
National Pecan Torte Day  
National Tooth Fairy Day  
National Be An Angel Day

August 23

Find Your Inner Nerd Day  
Black Ribbon Day

National Cuban Sandwich Day  
National Sponge Cake Day  
National Ride The Wind Day

August 24

National Maryland Day  
National Waffle Day  
National Peach Pie Day

August 25

National Park Service Founders Day  
National Banana Split Day  
National Secondhand Wardrobe Day  
National Kiss And Make Up Day  
National Whiskey Sour Day

August 26

National Got Checked Day  
National Webmistress Day  
National Cherry Popsicle Day  
National Women’s Equality Day  
National Dog Day

August 27

National Peach Day  
National Pots De Creme Day  
National Just Because Day  
National Sport Sampling Day | 241st  
Day Of The Year

August 28

National Thoughtful Day  
National Red Wine Day  
National Power Rangers Day  
National Bow Tie Day  
Rainbow Bridge Remembrance Day  
National Cherry Turnover Day

August 29

National Lemon Juice Day  
According To Hoyle Day  
National Chop Suey Day

August 30

National Beach Day  
National Grief Awareness Day  
National Toasted Marshmallow Day  
National College Colors Day - Friday  
Before Labor Day

August 31

National Eat Outside Day  
National South Carolina Day  
National Trail Mix Day  
National Diatomaceous Earth  
National Matchmaker Day

SEPTEMBER  
MONTH

Hispanic Heritage Month - September 15  
To October 15  
Sourdough September  
Alopecia Areata Awareness Month  
National Spinal Cord Injury Awareness  
Month  
National Pain Awareness Month  
Prostate Health Month  
Gynecologic Cancer Awareness Month  
Whole Grains Month  
National Neonatal Intensive Care  
Awareness Month  
National Blood Cancer Awareness Month  
National Sickle Cell Awareness Month  
National Recovery Month

National Disease Literacy Month  
National Square Dance Month  
Better Breakfast Month  
Fall Hat Month  
National Suicide Prevention Month  
National Library Card Sign-Up Month  
National Americana Month  
Pulmonary Fibrosis Awareness Month  
National Italian Cheese Month  
Self-Care Awareness Month  
International Update Your Resume Month  
Save Your Photos Month  
National Childhood Obesity Awareness  
Month

Polycystic Ovarian Syndrome Awareness  
Month  
National Sewing Month  
National Preparedness Month  
National Mortgage Professional Month  
National Rice Month  
National Potato Month  
National Piano Month  
National Mushroom Month  
National Courtesy Month  
National Chicken Month  
Self-Improvement Month  
National Little League Month  
Baby Safety Month  
Classical Music Month

WEEKS

Deaf Dog Awareness Week – Last Full  
Week  
International Week Of The Deaf – Last Full  
Week  
National Waffle Week – First Full Week  
National Childhood Injury Prevention  
Week – September 7  
National Compassionate Leadership  
Week | Second Full Week

National Arts In Education Week – Begins  
Second Sunday  
National Beauty And Barber Week –  
Second Full Week  
National Folic Acid Awareness Week |  
Second Full Week  
National Healthcare Environmental  
Services Week – Second Full Week  
National Nephrology Nurses Week –

Second Full Week  
National Suicide Prevention Week – Week  
Of September 10  
National Keep Kids Creative Week – Third  
Full Week  
National Singles Week – Third Full Week  
World Maritime Day – Last Thursday  
International Rabbit Day – Fourth  
Saturday

National Fall Foliage Week – *Begins Last Sunday*

National Chimney Safety Week – *Week Before Fire Safety Week*

National Security Officer Appreciation Week – *Third Week*

National Surgical Technologists Week – *Third Week*

National Indoor Plant Week – *Third Week*

National Farm Safety And Health Week – *Third Week*

National Farm Animals Awareness Week – *Third Week*

Child Passenger Safety Week – *Third Week*

National Eczema Week – *Third Week*

National Assisted Living Week – *Starts Grandparent's Day*

National Truck Driver Appreciation Week – *Second Week*

National Rehabilitation Awareness Week – *Third Week*

National Historically Black Colleges And Universities Week – *Changes Annually*

National Biscuits And Gravy Week – *Second Week*

National Payroll Week – *Week Of Labor Day*

Orchid Male Cancer Awareness Week – *Changes Annually*

Line Dance Week – *Second Monday Through Saturday*

National Construction Appreciation Week – *Third Week (M-F)*

## DAYS

### June 1

#### September 1

National Forgiveness Day

National Hotel Employee Day

National Pastor's Spouses Day | First Sunday

National Burnt Ends Day

National Acne Positivity Day

National No Rhyme (Nor Reason) Day

National Chicken Boy Day

#### September 2

National Hummingbird Day

National V-J Day

National Blueberry Popsicle Day

Labor Day - First Monday

#### September 3

National Cinema

U.s. Bowling League Day -

National Welsh Rarebit Day

National Another Look Unlimited Day - Day After Labor Day

#### September 4

National Spice Blend

National Macadamia Nut Day

National Newspaper Carrier Day

National Wildlife Day

#### September 5

National Be Late For Something

National Cheese Pizza Day

National Chianti Day - First Friday

National Food Bank Day - First Friday

National Lazy Mom's Day - First Friday

#### September 6

National Read A Book Day

National Coffee Ice Cream Day

National Play Outside Day | First Saturday Of Every Month

#### September 7

National New Hampshire Day

National Grateful Patient Day

National Tailgating Day - First

Saturday

National Beer Lover's Day

National Salami

National Acorn Squash Day

National Grandma Moses Day

National Neither Snow Nor Rain Day

#### September 8

Star Trek Day

World Ampersand

National Pet Memorial Day | Second Sunday

National Pediatric Hematology/ Oncology Nurses Day

National Hug Your Hound Day - Second Sunday

National Grandparents Day - Sunday After Labor Day

#### September 9

National Wiener Schnitzel Day

Share Your Care Day

National Boss/Employee Exchange Day - Monday After Labor Day

National Teddy Bear Day

National Ants On A Log Day - Second Tuesday

#### September 10

National Tv Dinner Day

National Swap Ideas Day

#### September 11

National Hot Cross Bun Day

National Make Your Bed Day

Patriot Day And National Day Of Service And Remembrance

#### September 12

National Day Of Encouragement

National Hug & High 5 Day

National Just One Human Family Day

National School Picture Day - Second Thursday

National Report Medicare Fraud Day  
Day Of The Programmer - 256th Day Of The Year

National Video Games Day

National Chocolate Milkshake Day

#### September 13

Positive Thinking Day

National Celiac Disease Awareness

Uncle Sam Day

National Blame Someone Else Day - First Friday The Thirteenth Of The Year

National Peanut Day

National Kids Take Over The Kitchen Day

National Bald Is Beautiful Day

#### September 14

National Parents Day Off

National Sober Day

National Virginia Day

National Live Creative Day

National Eat A Hoagie Day

National Cream-Filled Donut Day

#### September 15

National Online Learning Day

National Neonatal Nurses Day

National Tackle Kids Cancer Day

National Cheese Toast Day

National Double Cheeseburger Day

National Linguine Day

National Creme De Menthe Day

Wife Appreciation Day - Third Sunday

Greenpeace Day

National Felt Hat Day

National Guacamole Day

#### September 16

National Working Parents Day

National Stepfamily Day

National Play-Doh Day

National Cinnamon Raisin Bread Day

Mayflower Day

#### September 17

National Professional House Cleaners Day



## MARKETING

National Monte Cristo Day  
National It Professionals Day - Third Tuesday  
National Voter Registration Day - Changes Annually  
National Apple Dumpling Day  
Constitution Day And Citizenship

### September 18

Air Force Birthday  
National Hiv/Aids And Aging Awareness Day  
National Cheeseburger Day  
National Pawpaw Day - Third Thursday

### September 19

National Butterscotch Pudding Day  
Talk Like A Pirate Day

### September 20

National Care For Kids Day  
National Fried Rice Day  
Pepperoni Pizza Day  
National String Cheese Day  
National Punch Day  
National Tradesmen Day - Third Friday  
National Pow/Mia Recognition Day - Third Friday

### September 21

National Chai Day  
National Singles Day - Saturday Of Singles Week  
National New York Day  
National Cleanup Day  
National Gymnastics Day - Third Saturday  
National Pecan Cookie Day  
Responsible Dog Ownership Day - Third Saturday  
Puppy Mill Awareness Day - Third Saturday  
Boys' And Girls' Club Day For Kids - Third Saturday  
National Dance Day - Third Saturday

### September 22

National States And Capitals Day

National Online Recovery Day  
National Girls' Night  
National White Chocolate Day  
National Centenarian's Day  
National Ice Cream Cone Day  
Hobbit Day  
National Elephant Appreciation Day  
Dear Diary Day  
Car Free Day  
American Business Women's Day  
National Family Day - Fourth Monday

### September 23

National Teal Talk  
National Snack Stick Day  
National Great American Pot Pie Day  
National Checkers Day And Dogs In Politics Day  
Restless Legs Awareness Day  
Celebrate Bisexuality Day  
Innergize Day - Day After The Autumnal Equinox

### September 24

National Cherries Jubilee Day  
Schwenkfelder Thanksgiving  
National Punctuation Day  
Autumnal Equinox - Changes Annually  
World Dense Breast Day | Last Wednesday

### September 25

National Open The Magic Day  
National Daughter's Day  
National Quesadilla Day -  
National Lobster Day  
National Research Administrator Day  
National Tune-Up Day  
National Comic Book Day  
Math Storytelling Day  
National One-Hit Wonder Day  
National Women's Health And Fitness Day - Last Wednesday

### September 26

National Compliance Officer Day

National Situational Awareness Day  
National Dumpling Day  
National Pancake Day  
National Johnny Appleseed Day  
National Shamu The Whale Day  
National Gay Men's Hiv/Aids Awareness Day - Last Friday

### September 27

National Day Of Forgiveness  
National Scarf  
National Brave Day - Fourth Friday  
National Corned Beef Hash Day  
National Crush A Can Day  
National Chocolate Milk Day  
National Seat Check Saturday Fourth Saturday

### September 28

National North Carolina  
Save Your Photos Day - Last Saturday  
National Ghost Hunting Day - Last Saturday  
National Drink Beer Day  
National Strawberry Cream Pie Day  
National Good Neighbor Day  
National Public Lands Day - Fourth Saturday  
National Hunting And Fishing Day - Fourth Saturday  
National Family Health & Fitness Day USA - Last Saturday

### September 29

Urban National Wildlife Refuge Day  
National VFW Day  
National Coffee Day  
Gold Star Mother's And Family Day - Last Sunday

### September 30

Orange Shirt Day  
National Love People Day  
National Hot Mulled Cider Day  
National Mud Pack Day  
National Chewing Gum Day

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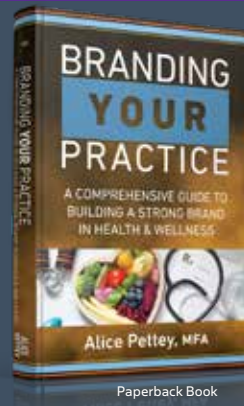
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Your Guide to Branding and Growing Your Health & Wellness Practice