



CLINIC SITES

HOW TO BUILD A BRAND

Go from being “another chiropractor in town”
to “*the* chiropractor in town”

COURSE WORKSHEET

WHAT THIS COURSE IS ALL ABOUT

You've learned how to treat patients. You know how to get people out of pain and back to doing what they love again. You're fully certified to practice. That's the most important part.

With all that theory you crammed into your head and heart, it's now time to bring it to life and make a great living for yourself and others. It's time to build a brand around your expertise.

Too many small young chiropractors stumble through their launch because they have all the tools to get excellent patient outcomes, they never learn a few essential marketing principles.

This mini-course gives you the start you need for launching an amazing practice that stands out in your community.

MEET YOUR INSTRUCTOR

Jon Morrison knows that nothing frustrates you more than knowing you have something great and not being able to get it to more people.

A StoryBrand Guide, TEDx Speaker, author and serial entrepreneur, Jon loves giving clients the tools they need to grow their business. There is no more foundational tool for growing a business today than a clear focus, a simple message and an outstanding website.

Jon's [Now Start With Who](#) framework is the foundation you need to reach more of the right people.

Jon is one of the Founders at Clinic Sites, a company devoted to helping clinics get a dynamic online presence. Jon lives in Abbotsford, B.C. with his wife and three daughters.



Here's an overview of this short course.

1. **Clarify Your Who**
 - You need clarity on Who your ideal patient will be. It's the foundation upon which to build your business and your brand.
2. **Craft A Clear Message**
 - Learn the right words to use to target the head and heart of your Who, getting them excited about working with you.
3. **Create Your Brand**
 - With a clear focus and message in place, you'll be ready to start with some of the more public-facing resources associated with brand-building (name, logo, colors, etc).
4. **Crank Out Your Marketing Collateral**
 - You'll need an outline for your website and a plan for what to do with it over the course of your business.

PART ONE

START WITH YOUR WHO

Every business needs a customer. Who is your ideal customer? In this module you will develop clarity about why you need to choose and define your Who.

How do you find your Who? Select all that apply:

- Try to reach as many people as possible
- It doesn't matter who, I just want money
- Commit to a niche and be devoted to helping them
- Commit to solving problems for them

Defining Your Who

As you work through this set of questions, think openly about the people with whom you've had the best experiences. There are no wrong answers here. It's just reflecting on your experience.

Who do you enjoy helping the most?

With whom have you had success in the past?

Who do you understand the most?

Who are you passionate about helping?

Who pays you the most for what you do?

Considering your answers above, Who would you say is your “Who”?

Look at some of the repeated answers, overlap, or connections. Is there a common type of person or theme? Write out your reflections in the space below.

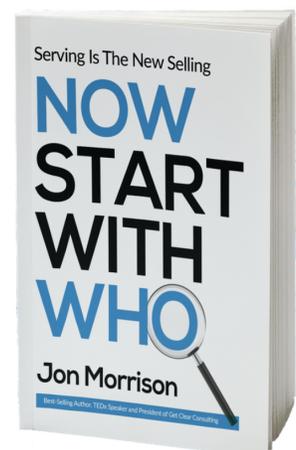
What have you learned in this module? Why do you think the “Start With Who” principle is critical when you’re building your marketing system?

Grab A Copy Of Jon’s Book To Learn More About Why And Who To Target In Your Practice

Customer-centric companies are eating the lunch of their competitors as they gobble up new market share every day.

Here’s a resource you need to make sure you and your team are becoming the company that people rave about.

[Learn More About The Book](#)



Part 2

Craft A Clear Message

What do you want your one-liner to be?

PUTTING TOGETHER YOUR PITCH

What is a pitch?

What is the goal of a pitch?

Answer the following questions by drawing from your answers in previous modules.

1. My ideal customer is: _____

2. The problem I solve for my ideal customer is _____

3. What is the emotion connected to the problem _____

4. What I do to help my customers is _____

5. The outcome I deliver is _____

6. This results in them _____

Now let's put it all together to build your pitch:

Here's the outline you can now follow to bring all your answers together.

It's time to fill in the blanks:

Too many _____ (*this is where you put your answer to #1 your ideal client*) are _____ (*the answer to #3 - it's the emotional problem*) because of _____ (*#2 - the big picture problem that has caused them all this emotion*)

We have a _____ (*put your answer to #4 - that's your process*) that _____ (*here's the spot for #5 - it's the outcome you promise*) so that _____ (*finish with #6 - it's the final result they can expect*)

Option Two: The Informal Pitch

You use this in conversations with people at the grocery store, on an airplane, or anywhere you don't want to jump into a monologue when someone asks what you do for a living.

"Have you ever noticed how _____ (*answer from #1 about your ideal client*) feel _____ (*#3 the emotional triggered by the problem*) because of

_____ (*the problem you addressed in #2*)?”

Wait for a response and continue when it's appropriate,

“For the past years, we've developed a (*Answer #4, your process*) that creates _____

(*Answer #5, the outcome you provide*). I've found that when they do this, _____ (*Answer #6, the client aspiration*).

Part 3

BUILD YOUR BRAND

What Resources Do You Need To Build A Brand?

- A name
 - See below for more
- A logo
 - Don't obsess over this. You can always change it later.
- Two fonts
 - One style for the headline and one for the body
 - Never use more than two fonts on anything, printed or digital
- Three colors
 - Google "Canva Color Picker" to see your options
 - Or pick your favourite sports team and use their colors

The Five Types Of Names Chiropractors Choose:

- Aspirational
- Problem-solving
- Body Parts
- Regional
- Ego & Legacy

Vendors You Can Use To Get Help With Logo & Branding:

- Canva (Free Or Paid)
- Fiverr (Various budget options starting as low as \$39)
- 99 Designs (auction-style with crowd-sourcing option)
- Freelancer (your niece, friend, patient or any business in graphic design)

Part 4

CRANK OUT YOUR MARKETING COLLATERAL

There's so much we could talk about when it comes to creating your marketing. There's a ton of online resources. Because we do websites, we want to offer our expertise here and make sure you get the the most value from our time. So let's turn our attention to that website you're building.

Match the correct website page that should answer the right question:

- | | |
|----------------------------|---|
| a. Home | 1. Do I trust this person? |
| b. Schedule An Appointment | 2. How do I take the next step? |
| c. Services | 3. Is this person an expert in the field? |
| d. Blog | 4. Does this solve a need that I have? |
| e. About | 5. How do I get a hold of them? |
| f. Contact | 6. Does this place solve my problem? |

What pages do you want on your website?

What are some websites you know that are structured well?

HOW TO BUILD OUT YOUR HOME PAGE

Pick a compelling headline

Please write a headline or tagline you use to describe your business. This is going to provide clarity and inspiration to people when they land on your site.

Add A Subheadline For Clarity

Write a sub-headline stating your **main service** and the **city** you're located. This is what you do and where you do it.

Choose A Banner Image

When someone is successful after working with you, what do you picture them doing? We need an image, an activity, or anything that portrays success. That's what people are buying from you. They're buying an outcome.

You are busy doing the product or service, but all they want is the end result. So give them a vision of the end result with a compelling image or video.



Call to Action

What will be your call to action?

Describe The Problem You Solve

We need two sentences talking about the struggle people have before they come and see you for help.

List The Three Benefits Of Working With You:

These are the icons you will use to highlight what customers can expect to receive when working with you:

1.

2.

3.

Your Explanatory Paragraph

What makes it unique, what services do you offer, and/or how can you make people's lives better?

Give A Short Bio In An About Section

This section is about building trust. How would you describe your company in a way that would be interesting to someone else? How do you establish authority (years of service, awards, education, anything else that sets you apart in your industry) in your space?

Highlight Your Services

You'll provide links to other pages on your website where people can find more information about those specific services.

Choose The Right Testimonials

Your company is in the business of changing lives. We'd love to hear some of them. This is your opportunity to highlight your trophies, your most successful clients.

Which testimonials do you have that tell a compelling before and after story?

Lay Out The Three-Step Process

Before we told people where we want to take them. We cast a vision about the outcome. We are not just going to tell them where we want to take them, we are now going to show them the path to getting there. This is how you build trust. What are the three steps to doing business with you? Write those here.

1.

2.

3. _____

Cast A Vision Of Success

Remember your conclusion to “Imagine how great it will feel when...” How did you complete that sentence? Write it out as a conclusion to your home page.

Need Some Inspiration About How We Do It?

Here are some chiropractic websites:

- <https://healthfitchiro.com>
- <https://premierrehab.com>
- <https://www.grossmanchiropractic.com/>
- <https://www.painfreemidland.com/>
- <https://www.alvaradohealth.com>



Bonus Material - Home Page Checklist

Use This Checklist To Make Sure You've Got Your Home Page Right

We know that some people absolutely love lists. To them, one of the most satisfying things in life is making that glorious checkmark that shows the completion of a task.

- Do you have a picture or video of “smiling, happy people enjoying your product” as your hero image?
- Does your headline cast a vision for the customer’s ideal outcome”?
- Do you have a subheadline that clearly describes what you do?
- Is there a direct call to action at the top of your home page and in the top right?
- Are there direct calls to action located throughout the various sections of your home page?
- Have you clearly stated the problem that your potential customers are struggling with?
- Is there one clear idea communicated throughout your home page that is obvious and communicates the happy outcome your customer wants?
- Does every word, button, or image work to somehow establish you as a trusted guide who can lead your client to success?
- How does the information look on the site? Are paragraphs less than three lines long? Are there too many links or columns cluttering the page?
- Are the headlines throughout the page bold, clear and catch your eye when scanning?
- Do you have icons, images or badges which show the value that your company offers?
- Have you included testimonials that show how you have solved problems a potential client may be facing today?
- Are you showcasing some of your best work in a portfolio that is easy to find?

Conclusion

Thanks For Being A Part Of This Course

We believe business is all about serving people. To do that effectively, you have to show up with excellence. Too many amazing businesses aren't reaching more people because they have lousy websites.

We are so thankful to be partnering with people like you, people that care about showing up in the best and clearest way possible so that they can help more people.

FEELING OVERWHELMED? WE CAN HELP YOU GET A GREAT WEBSITE

We have all kinds of options for every budget.

The Clinic Sites team is passionate about helping young chiropractors get outstanding websites without having to bear a tremendous cost to build it.



We know that you're already busy and just getting through this course took more time than you would've liked.

That's totally normal. Every business owner lives with the burden of having more to do than time to do it.

If you'd like to have the Clinic Sites team build your website, check out your options and book a call right away. [Click here to learn more.](#)