

PRIVATE PRACTICE BOOTCAMP™

WEEK FIVE: BRANDING BASICS

PRIVATE PRACTICE BOOTCAMP™

CORE BUSINESS VALUES

Abundance	Carefulness	Dependability	Fairness
Acceptance	Celebrity	Depth	Faith
Accessibility	Certainty	Desire	Fame
Accomplishment	Challenge	Determination	Family
Accountability	Charity	Devotion	Fascination
Accuracy	Charm	Devoutness	Fashion
Achievement	Chastity	Dexterity	Fearlessness
Acknowledgment	Cheerfulness	Dignity	Ferocity
Activeness	Clarity	Diligence	Fidelity
Adaptability	Cleanliness	Directness	Fierceness
Adoration	Cleverness	Discipline	Firmness
Advancement	Closeness	Discovery	Fitness
Adventure	Comfort	Discretion	Flexibility
Affection	Commitment	Diversity	Flow
Affluence	Compassion	Dominance	Fluency
Aggressiveness	Competitiveness	Dreaming	Focus
Agility	Competence	Drive	Forgiveness
Alertness	Completion	Duty	Fortitude
Altruism	Composure	Dynamism	Frankness
Ambition	Concentration		Freedom
Amusement	Confidence	Eagerness	Friendliness
Anticipation	Conformity	Economy	Frugality
Appreciation	Congruency	Ecstasy	Fun
Approachability	Connection	Education	
Articulateness	Consensus	Effectiveness	Gallantry
Assertiveness	Consciousness	Efficiency	Generosity
Assurance	Consistency	Elation	Gentility
Attentiveness	Contentment	Elegance	Giving
Attractiveness	Continuity	Empathy	Grace
Audacity	Contribution	Empowerment	Gratitude
Authenticity	Control	Encouragement	Gregariousness
Availability	Conviction	Endurance	Growth
Awareness	Conviviality	Energy	Guidance
Awe	Coolness	Enjoyment	
	Cooperation	Entertainment	Happiness
Balance	Cordiality	Enthusiasm	Harmony
Beauty	Correctness	Environment	Health
Belonging	Courage	Excellence	Heart
Benevolence	Courtesy	Excitement	Helpfulness
Bliss	Craftiness	Exhilaration	Heroism
Boldness	Creativity	Expectancy	Honesty
Bravery	Credibility	Expediency	Honour
Brilliance	Cunning	Experience	Hope
Buoyancy	Curiosity	Expertise	Hopefulness
			Hospitality
Calmness	Daring		Humility
Camaraderie		Exploration	Humour
Candour		Expressiveness	Hygiene
	Decisiveness	Extravagance	Imagination
	Decorum	Extroversion	Impact
Capability	Deference	Exuberance	Impartiality
Care	Delight		Independence

PRIVATE PRACTICE BOOTCAMP™

Industry	Optimism	Resilience	Support
Influence	Order	Resolution	Supremacy
Ingenuity	Organization	Resolve	Surprise
Inquisitiveness	Originality	Resourcefulness	Sympathy
Insightfulness	Outlandishness	Respect	Synergy
Inspiration	Outrageousness	Responsibility	Systematize
Integrity		Rest	Teamwork
Intelligence	Passion	Restraint	Temperance
Intensity	Peace	Results	Thankfulness
Intimacy	Perceptiveness	Reverence	Thoroughness
Intrepidness	Perfection	Richness	Thoughtfulness
Introversion	Perkiness	Rigor	Thriftiness
Intuition	Perseverance	Sacredness	Tidiness
Intuitiveness	Persistence	Sacrifice	Timeliness
Inventiveness	Persuasiveness	Satisfaction	Traditionalism
Investing	Philanthropy	Security	Tranquillity
	Piety	Self-control	Transcendence
Joy	Playfulness	Selflessness	Thoroughness
Judiciousness	Pleasantness	Self-Identity	Trust
Justice	Pleasure	Self-reliance	Trustworthiness
	Poise	Sensitivity	Truth
Keeness	Polish	Sensuality	Understanding
Kindness	Popularity	Serenity	Unflappability
Knowledge	Potency	Service	Uniqueness
	Power	Sexuality	Unity
Leadership	Practicality	Sharing	Urgency
Learning	Pragmatism	Shrewdness	Usefulness
Liberation	Precision	Significance	Utility
Liberty	Preparedness	Silence	Valour
Liveliness	Presence	Silliness	Variety
Logic	Privacy	Simplicity	Victory
Longevity	Proactivity	Sincerity	Vigour
Love	Professionalism	Skilfulness	Virtue
Loyalty	Prosperity	Solidarity	Vision
	Power	Solitude	Vitality
Majesty	Prudence	Soundness	Vivacity
Mastery	Punctuality	Speed	Warmth
Maturity	Purity	Spirit	Watchfulness
Mellowness		Spirituality	Wealth
Meticulousness	Quality	Spontaneity	Wellness
Mindfulness		Spunk	Wilfulness
Modesty	Realism	Stability	Willingness
Motivation	Reason	Status	Winning
Mysteriousness	Reasonableness	Stealth	Wisdom
Neatness	Recognition	Stillness	Wittiness
Nerve	Recreation	Strategy	Wonder
	Refinement		
Obedience	Reflection	Strength	Youthfulness
Open- mindedness	Relaxation	Structure	
Openness	Reliability	Success	Zeal
	Religiousness	Superiority	

PRIVATE PRACTICE BOOTCAMP™

My first business core value is _____ This value is important to me because...

How I live this core value is ...

My second business core value is _____ This value is important to me because...

How I live this core value is ...

My third business core value is _____ This value is important to me because...

How I live this core value is ...

My fourth business core value is _____ This value is important to me because...

How I live this core value is ...

My fifth business core value is _____ This value is important to me because...

How I live this core value is ...

PRIVATE PRACTICE BOOTCAMP™

MISSION STATEMENT

Answer the following questions to create the content for your mission statement:

What you do?

How you do what you do?

Who you do it for?

What philosophy or values guide you in your work?

Edit the above answers into a paragraph below.

My Mission Statement is:

PRIVATE PRACTICE BOOTCAMP™

TAGLINES AND DESCRIPTORS

Step 1: Descriptor. *Fill in the blanks*

_____ (service)

for _____ (ideal client)

Step 2: Tagline

Remember back to your pain points worksheet. What are the benefits and outcomes of working with you? Write them out here.

Are any phrases that you find yourself repeating to your ideal clients? Write them out here.

List your core values here:

Using the answers you have written out above, brainstorm five different options for taglines you could use.

1)

2)

3)

4)

5)

Try to keep it short, simple and easy to say.
It doesn't have to be clever or fancy. It just has to speak to your client.

PRIVATE PRACTICE BOOTCAMP™

COLOURS, FONTS & TONE

The colours I will use in my branding are:

1)

2)

3)

The fonts I will use in my branding are:

1)

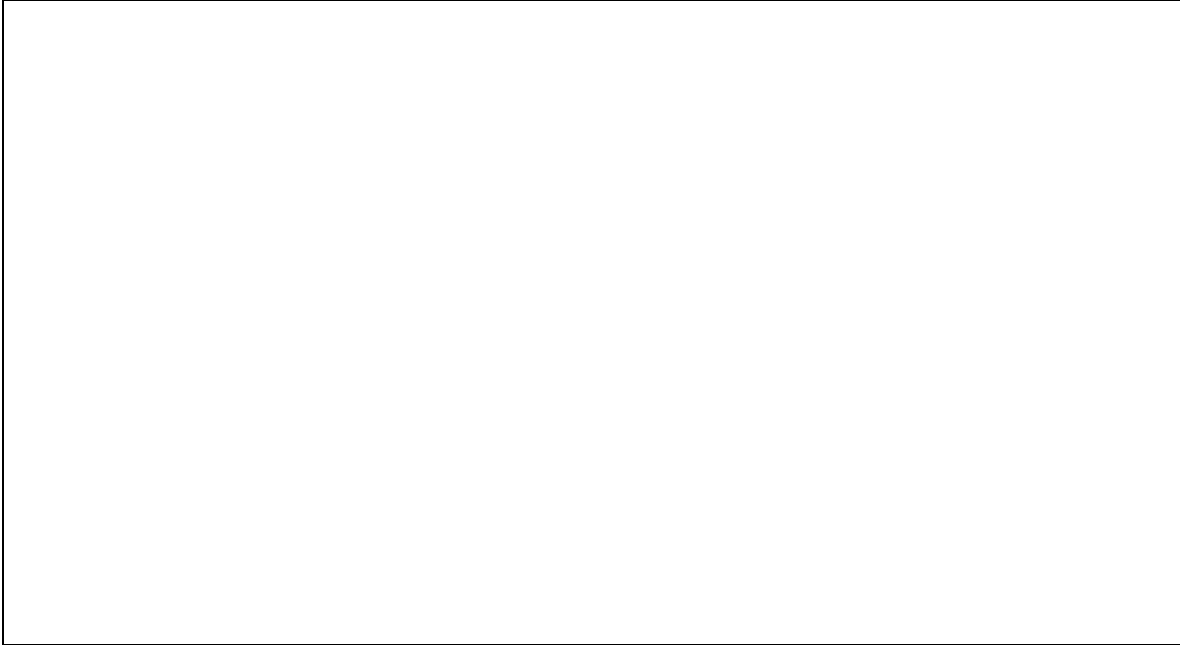
2)

The tone of voice for my business will be:

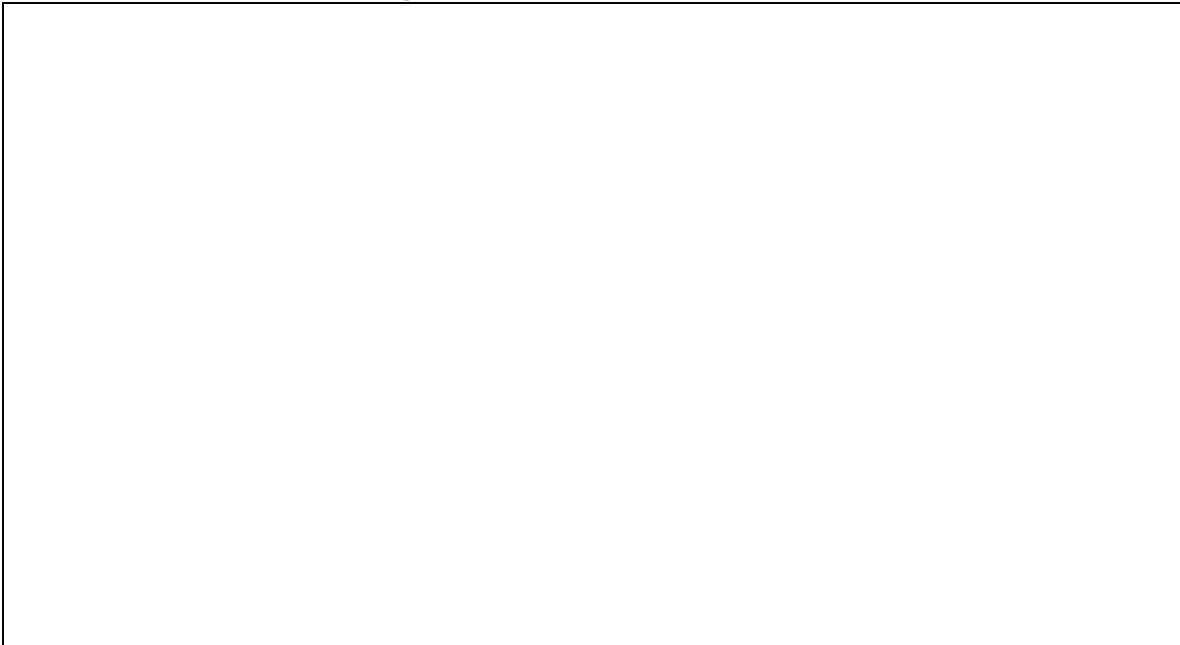
PRIVATE PRACTICE BOOTCAMP™

LOGO

Sketch ideas for your “wordmark” here:



Sketch ideas for a logo here:



PRIVATE PRACTICE BOOTCAMP™

HEADSHOTS

Brainstorm answers to the following:

Make sure to consider your ideal client, vision for your practice and your overall branding when making these choices.

What will you wear in your headshots?

How will your hair be done?

What type of setting do you want? Indoors, outdoors?

What type of background do you want?

What other photos will you need for marketing purposes?
(Banner photos, full body shot, alternative headshots, etc.)

PRIVATE PRACTICE BOOTCAMP™

ADDITIONAL NOTES: