

## TURBOCHARGE YOUR BRAND



### Demonstrate

Once you know the value you offer, it's time to bring your brand to life. Take a new look at your practice through the eyes of clients and prospects. Do your marketing materials, website and office environment reflect the brand experience you want to convey? Do they capture your "why" and embody your three key descriptors?

#### Does my bio do me justice?

*Team member bios lend significant credibility to you and your practice, and travel with you everywhere. What could you add or change about your bios or "About Us" section of your website to echo your brand promise?*

---

---

---

#### Does my website speak to the clients I want to reach?

*Is it immediately clear what my brand represents on my website? On LinkedIn? In local search engine results?*

---

---

---

#### Does my office environment reflect/reinforce my brand?

*List three easy changes to your space that can help create a personal and sensory experience for clients.*

---

---

---

---

---