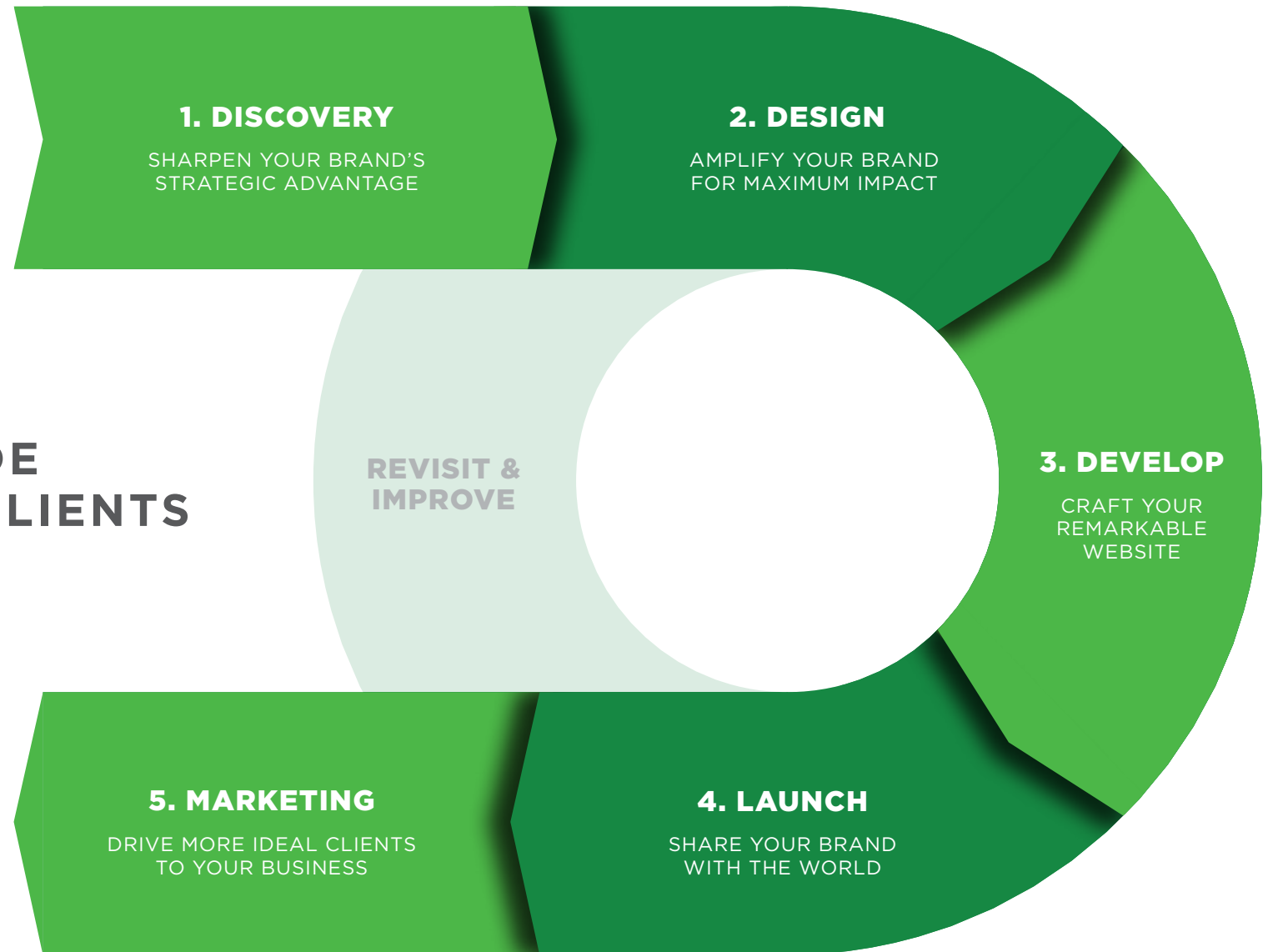


STAND OUT FROM THE CROWD!

YOUR SIMPLE ACTION GUIDE TO GETTING MORE IDEAL CLIENTS

BETTER APPROACH
MORE CLIENTS
MAXIMUM IMPACT



STAND OUT FROM THE CROWD!

YOUR SIMPLE ACTION GUIDE TO GETTING MORE IDEAL CLIENTS

Your Wellness Business is Unique. Your Goals are Unique. Your Brand and Website Should Be Unique Too.

How well do you stand out from other wellness brands? Are you clearly showing how unique your work is? Do your ideal clients know what makes you different?

Proclaiming what makes you different is essential to your business success. When you don't clearly show what makes your brand unique you get lost in the crowd, your ideal client doesn't recognize you, and you struggle to grow your business.

All this is solved through branding. Branding is the Art of Differentiation. It's far more than just how your company looks. Branding aligns every part of your business to differentiate you from everyone else in your market. Focused, well-done branding makes it easier for you to stand out from the crowd so your ideal clients can find and choose you.

You can start to differentiate your business through our 5 phase process: **Discovery, Design, Develop, Launch** and **Marketing**. Below we'll take you through some simple exercises to help you find what makes you different and describe how you might implement it into your website and marketing.

BETTER APPROACH. MORE CLIENTS. MAXIMUM IMPACT.

1. DISCOVERY

SHARPEN YOUR BRAND'S STRATEGIC ADVANTAGE

Discovery is your roadmap, your guiding light, your compass, your personal “Brand” trainer, your Guru... Discovery helps align your business, ideal clients, goals and strategy to increase quality leads and make more money. It's a deep dive that gets you very clear on who you are, what you do, for whom do you do it, and why they should care.

While Discovery tends to be a profound, in-depth process over a number of meetings, you can use the following exercise to begin to ‘discover’ and communicate what makes you different.

DISCOVERY ACTION STEPS: CREATE YOUR DIFFERENTIATING STATEMENT

Answer these following 3 questions honestly and without hesitation. Trust your gut! Trust your intuition! Don't overthink it. Take no more than 10 minutes on this exercise.

1. What do you do?
2. Who do you do it for?
3. Why should they care?

Now fill in the blanks:

We provide 1_____ for 2_____ because it will 3_____!

Example: “We provide chiropractic services for people in pain because it will improve their lives!”

There you go, congrats! You just created your Differentiating Statement. Now let's amplify it a bit in the next step!...

2. DESIGN

AMPLIFY YOUR BRAND FOR MAXIMUM IMPACT

Design helps to amplify your brand's perception and attract new, high-end ideal clients. It shows that you care about your brand and your clients. Great branding and design will encourage trust and brand loyalty over time. Which means more repeat clients, less lead generation time and expense, and more cash in your bank account.

To differentiate your brand you want it to stand out in a simple but impactful way. Establishing Brand Attributes is one powerful way to show your uniqueness.

DESIGN ACTION STEPS:

AMPLIFY YOUR DIFFERENTIATING STATEMENT

Create Brand Attributes. Create a list of words that describes your companies look, feel, voice, culture and ideal customers. Here's a list to get you started:

CREATIVE	VITAL	HEALTHY
OPEN-MINDED	UPLIFTING	EFFICIENT
CONFIDENT	SMART	ADVENTUROUS
FUN	WEALTHY	SURFER CULTURE
POWERFUL	CONSCIOUS	IRREVERENT
ELEGANT	ECO-FRIENDLY	EASY-GOING

Create your own list. Now add it to your Differentiating Statement.

Example: "We provide **CREATIVE** chiropractic services for **ECO-FRIENDLY** people in pain because it will improve their lives and make them feel more **ADVENTUROUS!**"

3. DEVELOP

CRAFT YOUR REMARKABLE WEBSITE

It is very important that your website connects with your ideal clients. Great web development streamlines how your clients use your website; creating a pleasurable experience so they can easily find what they want and buy from you.

One important way to differentiate yourself on your website is to let your ideal clients know they're in the right place. By adding your Differentiating Statement to your website you begin to show how you're different from other brands. You can go a step further by updating a photo or graphic to be in alignment with your Differentiating Statement. If you can't do this yourself, your web developer should be able to change these in very short order.

DEVELOP ACTION STEPS: BEGIN USING YOUR DIFFERENTIATING STATEMENT

- 1. Add your Differentiating Statement near the top of your homepage.**
- 2. If you have a photo on your homepage replace it with one that speaks to your Differentiating Statement.**
- 3. Make sure you have a clear Call to Action linking your ideal clients to something they want and need.**

4. LAUNCH

SHARE YOUR BRAND WITH THE WORLD

A website launch has many facets and phases. There's much more to it than just making your website live for people to find.

But what most people don't know is that when you make changes to your website it's an opportunity to re-launch your website. Look for things that may not have been done when your website first launched. A re-launch is simply getting your website ready to share your new Differentiating Statement.

A complete checklist of tasks would go on for pages. But here's a few things you can do to make sure you have a successful re-launch.

LAUNCH ACTION STEPS:

RE-LAUNCH YOUR WEBSITE WITH YOUR DIFFERENTIATING STATEMENT

1. **Be sure Google Analytics is installed - ask your web developer. If not, have them set it up.**
2. **Know how to check your traffic stats in Google Analytics (easier than it may sound) and do so monthly. If you don't see an increase each month, get help.**
3. **Be sure all your links and buttons work correctly on your website.**
4. **Search for 'Google Mobile Test' and run the simple test to make sure your website is mobile friendly.**
5. **Use Google to find your website in search. Make sure the text in the search results speaks to what you do and how you're different. If not, ask your web developer to change it for you.**

5. MARKETING

DRIVE MORE IDEAL CLIENTS TO YOUR BUSINESS

Most website owners believe that people will magically find their website. It's just not true. Marketing is about getting found. And now, with your new Differentiating Statement you have a great opportunity to have more ideal clients find you.

Online marketing today is a really big topic; much too large for this action guide. But you don't have to be overwhelmed by it. Let's start with a few action steps that will help you stand out a bit more and make a difference today. Sure, there's much more you can do but this is a good start.

MARKETING ACTION STEPS:

BEGIN SHARING YOUR DIFFERENTIATING STATEMENT

1. **Add your new Differentiating Statement to your email signature.**
2. **Update your Facebook, Instagram and other social media pages with your new Differentiating Statement.**
3. **Write a short blog post about how you came to creating your new Differentiating Statement and why. Share it on social media.**
4. **Share your blog post with your email list.**
5. **Email former and current clients to announce your new Differentiating Statement**

DISCOVERY, DESIGN, DEVELOP, LAUNCH, MARKETING.

BETTER APPROACH. MORE CLIENTS. MAXIMUM IMPACT.

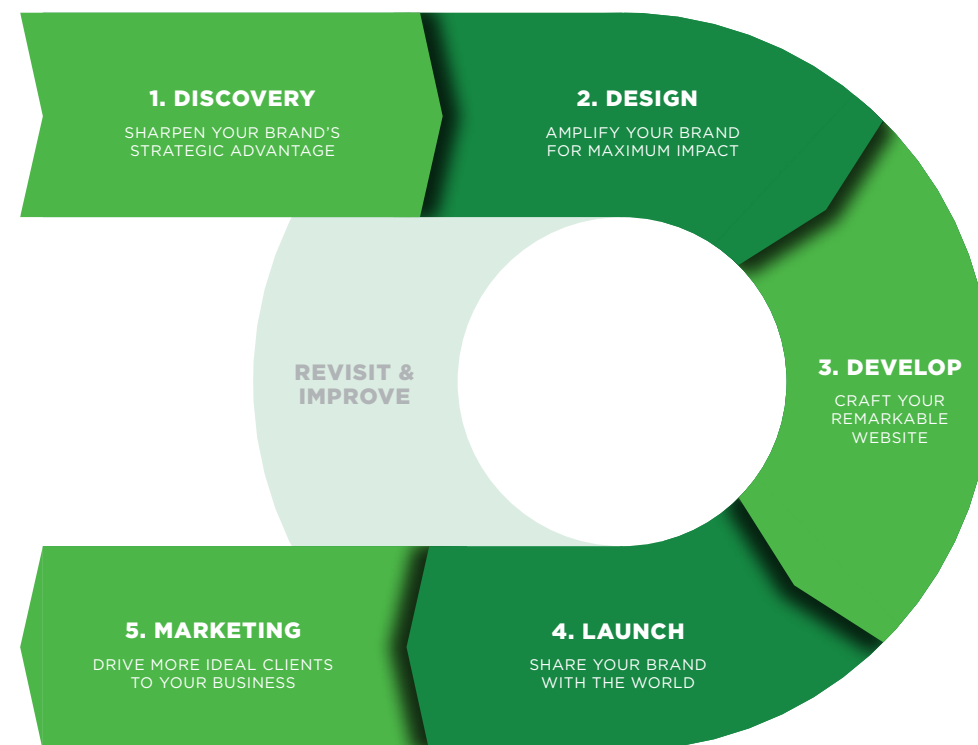
Let's Recap. In Discovery you created the foundation of your Differentiating Statement. In Design you amplified it using descriptive brand attributes. With the Develop phase you added your new brand differentiator to your website. Next you prepared your website for a small re-launch. Finally, with Marketing you started actually promoting how you're different. As you go forward, this should lead to more ideal clients finding you and choosing your services and products.

Of course, this is only the tip of the iceberg when it comes to branding your website. It's also the very tip of what we help our clients with.

If you found value in this short exercise and want to talk about how we can help you further, please contact us.

[CLICK HERE TO SET UP AN INTRO CALL](#)

The next couple of pages will describe what makes us unique and how we can help you amplify your brand and have a truly remarkable website that gets you more clients. Please continue reading. And definitely get in touch with us...



PURPOSEFUL DESIGN FOR INTELLIGENT MARKETING

USE DISCOVERY TO LEARN

Discovery takes the guesswork out of how we brand, design and develop your website. It clarifies your message and brings your entire business into alignment. The Discovery meetings and the research we do takes a lot of our time, work and effort. But without Discovery and Brand Strategy your website has little true chance of success. And we won't allow that.

CRAFT A STRATEGY THAT WORKS

If you jump into the deep end of a pool without knowing how to swim, you'll likely drown. So why would you design your website without spending time on strategy - first? We take the time to learn about you, your business and your clients. Then we work with you on creating a Brand Strategy that serves your business goals and generates more clients.

BUILD A FOUNDATION THAT ATTRACTS

Your website can do many things. Yet the primary goal of your website is to increase the awareness of your work and generate high-quality, ideal clients. There's a huge difference between having a website and having a website that converts visitors into clients. Everything we do - from Discovery to branding to design is to attract more ideal clients.

AMPLIFY YOUR BRAND

We develop and upscale your brand so that you can stand out from others. Through brand amplification you'll feel more significant and valuable to your audience. This creates loyalty, familiarity, and a sense of trust. Your prospects will see you as the expert you are and that makes it easier for them to spend money on your products and services.

DESIGN WITH PURPOSE

We don't just design websites. We design digital brand experiences. From your logo to your brand identity; your website design to your call to action - everything we build for you has a purpose and serves your business goals. We amplify by simplifying. So we're always looking to make your website as easy and enjoyable to use as possible.

DOING GOOD

We're more than just a creative and digital agency. We're people trying to make the world a better place to live. We have kids and we're hopeful about the world they'll inherit. So we donate 1% of our revenue to non-profits who are DOING GOOD.

SIX REASONS WHY WE'LL EXCEED YOUR EXPECTATIONS

WE'RE BUSINESS SAVVY

Your website is a critical marketing tool. It needs to generate leads and convert clients. It should reflect your company values and appeal to your target audience. We ensure that every website we create does just that, often in new and inspiring ways.

WE'RE CREATIVE PROFESSIONALS

We love creative design! And we're passionate about how design, technology and the internet intersect with your business goals. We know that great design evokes trust, encourages sales and makes your websites stand out.

WE SAVE YOU TIME

With more than 35 years of combined branding, design, web and marketing experience there's little we haven't seen or done. You can utilize our experience, expertise and capabilities to save time creating your next website project.

WE SUPPORT YOU

We don't walk away once your site is up and running. First, we have a free post-launch 30 day guarantee to make tweaks and changes to your site. Second, we offer ongoing support on a retainer basis so you're never left alone without support.

WE BELIEVE IN PARTNERSHIPS

Great partnerships are crucial for business success. Hence, from day one we think of ourselves as your creative business partner. We come to every meeting, do every sketch and move every pixel with the intention of making your business better.

WE GET RESULTS

We understand that a new website is a significant investment in terms of your time, money and energy. We don't take this lightly. We make sure your investment is worth the effort. All of our work is to help you increase your business and your profits.

ABOUT DOiNG GOOD

We love DOiNG GOOD in the world... and so do our clients! We're DOiNG GOOD branding, design, and marketing every day for business owners just like you.

At our core we exists to help wellness brands grow their business, influence people and change the world for the better! Lofty goals, we know. It's simply necessary that what we do makes meaning.

We wouldn't be DOiNG GOOD unless we lived it ourselves. We live conscious lifestyles. Overall wellness is the focal point of our daily routines.

Our motto is to live our passion every day while improving the world through great design and practical marketing. We help our clients do the same.

We look forward to helping you grow your business,
Adrian & Dawud



THE CREATIVE AGENCY FOR WELLNESS BRANDS

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