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**Step 1. Your Fundamental Foundation**

**Exercise 1.4: Developing Your USPs**

**“YOUnique”**

Before we get started in creating your USPs, I want to remind you not to fall into the old trap of talking about your TREATMENTS as your main differentiator. We work in a crowded industry, so saying that you offer X,Y,Z treatments is nine times out of ten not going to be much different to your immediate competitors. Unless you have created a brand-new treatment, trademarked your own method or you’re the ONLY business in your area offering a particular product, I would advise to steer clear. Instead – remember that nobody is you – you have a unique perspective on this business, you have your own individual approach and these are the things that will create a rapport and trust with patients. So do keep this in mind!

**HANDY TIP: Consider your TONE**

Remember who you’re talking to – these are generally consumers with no medical background so steer clear of technical or medical terms and any jargon. Your tone and language need to be tailored to what your audiences need to hear. It’s good to try and imagine you’re speaking 1:1 with a patient – keep it friendly, personable and accessible.

**EXERCISE 1: Start with the end in mind!**

A great way to approach your messaging is to start with what you WANT to be said about you and reverse-engineer your communications so you can make that a reality! Now you can do this exercise just yourself, or if you’re feeling brave you can also use the questions in brackets below and send these out to some of your ‘star’ customers, and your team or business partners to see what they come back with. The answers could surprise and inspire you!

So – write down some short sentences (10-12 words or less) around:

1. **If you overheard someone telling a friend about your business, what would you want them to say about you? [If you were to tell a friend about me, what would you say?]**

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1. **What do you want to be known for? [What would you say I’m known for?]**

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1. **What five things do you do better than anyone else in this industry? [What five things do I do better than anyone else in the industry?]**

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1. **How do you want people to leave your clinic thinking or feeling? [How do you feel after leaving my clinic?]**

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1. **What comments or sentiments would you want people to share about you on social media? [What would you say about me in a social media post]**

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1. **What would the newspaper headline about your clinic be?**

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1. **If you / your clinic / your approach could be described in 5 words, what would they be?**

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1. **What key things do you want other people to say about you to your ideal customers?**

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**EXERCISE 2: Accolades, Accreditations & Awards**

Thinking about your current and previous business achievements is another rich source of great messages that will help define and differentiate your business. Write down all the things you can for each point below:

1. **What are your professional qualifications?**

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1. **When was your clinic established?**

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1. **Have you or your clinic every received any awards?**

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1. **Have any of your products or services won awards?**

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1. **Does the clinic have any industry accreditations e.g. CQC, Save Face, Treatments You Can Trust?**

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1. **What business challenges have you overcome to get where you are today?**

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1. **Have you created a unique treatment approach (e.g. a branded or trademarked treatment)? If so, what is it and what does it deliver for patients?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXERCISE 3: It’s all about ME**

Let’s be honest – often we only sit up and pay attention when we hear how something is going to directly benefit US. Listening to a person or a company talk about how great they are is one thing – but we often only truly engage when they starts talking about things that matter directly to US as individuals.

By creating messaging which speaks directly to your customers’ needs and desires, you can capture their attention and position your business in a way that gives the solution they’re looking for.

TIP: In this exercise, bear in mind your competitor messages – look back over this research and make sure you aren’t repeating what they are saying. There will of course be areas of some overlap – but using different language and putting your personal style on things is a good way to differentiate.

1. **What are some of the greatest treatment results you’ve achieved for clients so far? (consider both clinical results and the emotional impact for the patient)**

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1. **Have any of your patients had the confidence to do something new/different, or something they’d thought about for a long time after being treated by you?**

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1. **How do your patients feel after leaving your clinic?**

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1. **What advice would you give somebody looking to have an aesthetic procedure?**

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1. **What are some of the big benefits people will receive if they become a patient with you?**

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1. **How do you give your patients the best possible treatment experience?**

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1. **What is it that keeps patients coming back to you time and again?**

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1. **What would you say is your special approach to aesthetics and how does this make a difference for your patients?**

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1. **What do your competitors do that you believe should be done differently (and why?)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXERCISE 4: Big-Hitting Action Words**

Another way to pull out some powerful messages for your PR and marketing is to use hard-hitting ACTION words. Readers respond well when receiving communications in the active voice (where you are **doing** the action) – it also helps you look confident, capable and clear. In particular, you can use these five core action words to help explain why patients should come to you over everyone else:

* ENHANCE
* INCREASE
* REDUCE
* BENEFIT
* SAVE

For each of these prompts, write down five short sentences which incorporate that active keyword. Remember – you can focus on both physical and emotional benefits / outcomes from the patient perspective.

1. **What do you enhance for your patients?**

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**2. What do you increase for your patients?**

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**3. What do you reduce for your patients?**

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**4. How do patients benefit by coming to you?**

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**5. What do your patients save by coming to you?**

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So now you should have a wealth of really powerful, emotive and strong messages that you can select and combine to create your unique selling points. These can then be cascaded through all your communications tools – be that your website, your brochures, your adverts or your social media. Take a look back through all the things you’ve written: which do you feel are your top 10 strongest messages?

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now, if you had to narrow this down to just 5 USPs –which would they be? These are the things that you do, your unique method or treatment, the way you make patients feel, what you’re known for!

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**WELL DONE!**

**You have now completed exercise 1.4 of the Fundamental Foundation!**