

# CHROME

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SIDECAR

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# INTRODUCTION

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“Because its purpose is to create a customer, the business has two and only two functions: marketing and innovation. Marketing and innovation produce results. All the rest are costs”

- Peter Drucker

## **CHROME:**

noun | /krɔm/

A type of metal that is used to cover other metals in order to make them shiny

Chrome. What comes to your mind when you think of chrome? Sparkling metal on a tricked-out motorcycle, or maybe glistening rims and accents on a glossy, high-end car? Chrome is sleek, shiny; it equals quality, sophistication, and performance. Chrome sets something apart. It signifies the best.

Want to add a chrome finish to your business? Then read on.

This book lays out a philosophy of marketing and customer ex-

perience that, if followed, will make your business a patient magnet – so shiny that you won’t need to advertise. It is a proven method for achieving the results you want, based on our combined body of experience and knowledge of what works and what doesn’t.

Collectively, the members of the SIDECAR team have over 75 years of experience running small businesses. When we calculated the amount of money we’ve spent on “marketing” over the course of those 75 years, the result was staggering: over a million dollars. More than a million dollars spent on books, consultants, advertising tactics, clothing, designers, television ads, radio ads, trade booths, seminars...and the list goes on. Not only have we spent this exorbitant amount of money, but we have also invested thousands of hours of time.

Because we had to learn the hard, expensive way that the right marketing and customer experience strategy is crucial to success, we wrote Chrome as part of our vision to liberate doctors in all aspects of running their practices. We want to spare you from wasting dollars and hours with no results. Our pain is your gain. We want to help you get it right the first time, or, if it’s not your first rodeo, the next time.

It is important to understand that developing your marketing plan and designing a world-class customer experience is a process. This process takes time, and if you skip steps or cut corners, it will sabotage the growth potential of your business. You must invest the necessary time, effort and intentional focus on each and every step outlined in this book.

Whether you are new in practice or have been around for many years, we hope you'll find this guide to be an invaluable resource in putting a chrome finish on your business. Chrome will set you on course toward establishing a competitive edge and a well-known, well-respected name for yourself and your business. It will re-energize your approach to what you do, and why you do it.

**“The best alarm  
clock is sunshine on  
chrome.”**

*- Anonymous, from “Best Biker Quotes”*

CHAPTER 1

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**STEP ONE:  
DEVELOPING  
YOUR  
BRANDING  
ROAD MAP**

# STEP ONE: DEVELOPING YOUR BRANDING ROAD MAP

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"All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

*- Tom Peters, writer of In Search for Excellence*

"Failing to plan is planning to fail."

*- Alan Lakein*

The first step in the process of building your brand is developing your branding road map. You are at a starting point; now you must establish a destination ("What is my goal? Where do I want to be?") and map out the step-by-step directions for reaching that destination. A focused, detailed road map will ensure a smooth, successful journey to realizing the full potential of your business.

First, let's define what a brand isn't. A brand is not a veneer you slap on your company after you develop your business strategy just to make it look and sound pretty. It's also not a list of advertising tactics.

So, what is a brand? You are your brand. People buy you first, your company second, and your products or services last. A brand exists in the mind of the customer. It is the first thing people think of when



they hear the name of your company, and it encompasses their idea of who you are and what you do.

They can see it, feel it, and experience it. A brand is dynamic - different people are going to gravitate toward different components of your brand. That is why it is important to be specific and intentional when creating and developing the components of your branding roadmap. Developing your brand requires that you clearly define who you are, what you do, and why you do it.

For a worksheet that you can use to create your personalized branding roadmap and examples from other businesses, go to: [sidecaredge.com/roadmap](http://sidecaredge.com/roadmap).

## 1. YOUR VISION

Your vision is your *why* statement. Idealistic in nature, yet simple, it answers the question, “Why do you do what you do?” Don’t make it too complicated - it’s okay to be broad. Look at the big picture - what is the overall goal of your business? What is your main purpose? What inspires you to do what you do?

When developing your vision statement, make it concise and easy-to-remember. For example, the vision statement for Habitat for Humanity is:

*A world where everyone has a decent place to live*

Entrepreneur and Apple co-founder Steve Jobs used this simple vision statement:

*A computer for the rest of us.*

Nike also utilizes a simple yet evocative vision statement:

*To bring inspiration and innovation to every athlete  
in the world.*

Each of these examples simply yet clearly defines the organization's vision - the why behind what they do.

As an example, a little closer to home for wellness professionals, the vision statement for Envive Chiropractic is:

*Enhance millions of lives.*

Just four words capture the why behind everything Envive does as a company. Envive's vision is to enhance the lives of millions of people. (To see the complete Envive branding road map, go to [sidecareedge.com/roadmap](http://sidecareedge.com/roadmap)).

Your vision statement serves as the lens through which you view your entire business and its reason for being. It defines why you get up and go to work every day. Take the time to develop a clear vision statement that inspires you and accurately captures the essence of your purpose behind what you do.

## **2. YOUR MISSION**

Your mission is your *how* statement. It describes how you will accomplish your vision - how you will reach your ultimate, big-picture goal. Like your vision statement, your mission statement should be concise and easily remembered. Sum up in simple terms how you will achieve your vision for your business.

Some mission statement examples include:

- *Celebrating Animals, Confronting Cruelty* - ASPCA
- *We help moms have full-term pregnancies and re-search the problems that threaten the health of babies.*  
- March of Dimes
- *To conserve the lands and waters on which all life depends.* - The Nature Conservancy
- *To enhance society by creating, collecting and distributing high-quality news and information.* - The New York Times
- *To champion every client's goals with passion and integrity.* - Charles Schwab
- *To organize the world's information and make it universally accessible and useful* - Google
  - *We create happiness by providing the finest in entertainment for people of all ages, everywhere.* - Disney

These mission statements succinctly define how (“what steps will we take?”) each organization will achieve its vision.

Establishing and defining your mission gives you a clear sense of what you must do in order to fulfill your vision.

### **3. YOUR VALUES**

Your values define the central belief system governing how your team members are expected to behave individually and collectively. These values should represent what you as a company hold as your

highest ideals and beliefs, and will serve as the guiding principles for the behavior, performance, and management of your team.

Select three words or statements that truly capture your company's highest values. Then, choose a picture or symbol to represent each one. As an example, below are the values for Envine:



### **Compassionate Samurai**

Lead from where you are | Live with passion, purpose, and discipline  
Love 1 Corinthians 13:4-7



### **Innovative Mind-set**

Expand | Express your creativity | Embrace and drive change



### **Deliver Happiness**

Be happy! Be the best you! Be energetic!

What do you value most? It might be dependability, accountability, boldness, quality, customer satisfaction, integrity, relationships, vitality, or other attributes. Choose the values you hold above all others - the core values from which you operate, which shape the *why* behind what you do.

#### **4. CODE OF HONOR**

Your Code of Honor is a set of rules that govern the behavior of all individuals of your team. It outlines your expectations for all team members regarding how they conduct themselves both within the workplace and as representatives of your business and your brand.

Your Code of Honor sets the standard for behavior and further ensures that everyone works cooperatively toward the fulfillment of your business vision. When everyone is on the same page (“We know what’s expected of us and we have a common goal”), it instills loyalty, confidence, and a spirit of teamwork among individual players.

An example of a Code of Honor might be:

- *Commit yourself to the company vision*
- *Always be on time*
- *Never abandon a teammate in need*
- *Know and follow office policies and the mission statement*
- *Maintain a positive attitude*
- *Treat clients like your closest friends and family*
- *Relationships are win-win*

Establish a Code of Honor that clearly defines expectations and inspires team members to work cooperatively toward the “big picture” goal of fulfilling your company vision.

## **5. “WE BELIEVE”**

As a business owner, you believe in your company; you believe you can deliver a better product or service than your competitors. But is this belief based on evidence, or on your best intentions?

Marketing consultant Roy H. Williams points out that while we judge ourselves by our beliefs and best intentions, customers judge us by our actions. Wouldn't it be great if your employees consistently delivered the customer experience that represents what you believe in?

You need a team that will demonstrate to customers your best intentions; yet, you can't change a person's performance until you first change his/her beliefs. The key to developing team members who are “walking proof” of your beliefs is to instill those beliefs within their hearts. After all, as Simon Sinek notes, “People don't buy what you do, they buy why you do it.”

A set of “We Believe” statements shows patients your values by giving them a look into what your company believes. These statements should sum up in a relatable way the values you and your business stand for. Keep the statements simple, condensing them to your core beliefs.

Your “We Believe” statements should be easily accessible, in a prominent place on your website and, even better, presented in a short video. As an example, here is the script for the “We Believe” video for Envive Chiropractic:

*We believe in helping you get relief from your pain.*

*We believe your time is valuable.*

*We believe in fresh coffee.*

*We believe in taking care of your insurance claims so  
you don't have to.*

*We believe in being open when you need us.*

*We believe in listening to you.*

*We believe that if we can't help you, we'll find someone  
who can.*

*We believe in holding the door open, and hanging up  
your jacket.*

*We believe that we can enhance your life in more ways  
than one.*

*We believe in walk-in appointments.*

*We believe in minimizing paperwork.*

*We believe in family, and invite you to join ours.*

*We believe in helping people and improving our community.*

*We believe in YOU.*

To view We Believe videos from SIDECAR and other chiropractors, go to [sidecaredge.com/we-believe](http://sidecaredge.com/we-believe).

Each statement is carefully crafted to ensure that it is accurate and observable. When creating yours, remember that people don't want to hear sermons - they want a genuine, down-to-earth message. Have a different employee say each line - this allows for team partici-

pation and further instills your beliefs within each team member.

When you have the team in place to back it up, your “We Believe” video is a powerful way to show patients what you believe in.

## **6. YOUR ROLE**

Your role is the purpose you serve in the life of your customers. As a wellness provider, you and your team may serve patients in a multitude of roles in addition to that of a healer. Patients may seek your counsel on a variety of topics, from nutrition and exercise to stress management, physical therapy, relaxation techniques, and pain relief. It is important to develop a thorough understanding of the multitude of functions in which your patients rely on you to serve them, and to then refine your skill set and the skills of your team members so that you can meet and exceed customers’ needs and expectations in all areas.

Not only do patients come to you for physical healing; they might also rely on you for encouragement and advice - even if they don’t voice this need. Patients are people, and sometimes simply need a listening ear and words of support. When you understand what role(s) you play in the lives of your patients, you can accurately define expectations for how your team will serve. This will help establish patient trust in your ability to deliver empathetic, quality service that meets all their needs every single time.

## **7. TARGET**

Your target is the set of demographics of the patients you’ll be serving. You will likely treat patients of a variety of ages and back-



grounds for a variety of wellness concerns. Among your customers will be busy parents, adults with hectic work schedules, athletes, the elderly, personal injury clients, and kids of all ages. While you'll provide care for these and many other patients, it is important to decide what subset of patients you want your business to focus on. What patient group do you want to specialize in treating? For example, if you have a passion for working with children, you'll want to focus your advertising message to emphasize all the ways kids can benefit from your care. Or perhaps you enjoy working with athletes, helping them to overcome injuries and achieve optimal performance.

Whatever the demographic, establishing a target audience will help you refine your focus when developing your marketing strategy, and will also define for you and your team your specialty as a practice.

## **8. SWOT**

A standard component of any business plan, a SWOT analysis identifies your company's major Strengths and Weaknesses, the Opportunities open to you, and the Threats you face. It allows you to see where you excel and where you need to improve, along with identifying opportunities for growth and enhancement that you may have been missing out on. A SWOT analysis also helps you recognize any threats to your business that you might not have foreseen or recognized.

For example, if you have a team of energetic, passionate individuals who genuinely care about patients and deliver outstanding

service, then customer service might be one of your strengths. A weakness, on the other hand, might be a lack of name recognition among prospective patients in your community. This weakness might also serve as an opportunity to re-focus your marketing strategy in order to raise awareness of your company, especially to your target audience. A threat might be a competitor opening their doors in your area.

Whatever the results, an honest and thorough SWOT analysis will help you fine-tune both the way you serve and your overall marketing strategy so that you can achieve the business results you want to see. It will give you a detailed picture of where you are as a company - what you're doing well, what you need to improve - and help guide you to where you want to be.

## **9. FEATURES**

Features are the services your business provides. Depending on the size and scope of your practice, you might offer a few services, or a wide variety.

Your business's features might include a variety of specific wellness care services. Additional features might be that you have more than one doctor on your team, multiple locations, or offer walk-in appointments.

If your practice offers numerous services, it is important not to become overwhelmed and attempt to specialize in every area. It is impossible to be a jack-of-all-trades and still be the best at any one of them. In his best-selling book, *Good to Great*, marketing expert Jim Collins identifies the "Hedgehog Principle", which states that

organizations are more likely to succeed if they focus on one thing and do it to the very best of their capabilities. In his analogy, he contrasts foxes (animals that pursue many goals and interests at the same time) with hedgehogs (slow and steady creatures that focus on one overarching vision). Because of the fox's wide variety of interests and strategies, its thinking is scattered and unfocused, and it is limited in what it can achieve in the long run. By contrast, the focused hedgehog can consistently achieve the single goal it sets out to complete.

Focus on the feature you are most passionate about and the best at (for example, chiropractic care). Then, develop your marketing strategy around this particular feature, so that it becomes the service that your company is known for and that people associate with your brand. This will help ensure that the number of services you provide doesn't overwhelm patients. A golden rule of marketing is that a confused mind says no, so, keep it simple for both you and your customers.

## **10. BENEFITS**

Benefits are what your customers will walk away with after having visited your office. They are what your patients seek when they come to see you, and make up the value of your service. Among these benefits might be increased energy, pain reduction or elimination, improved physical health, and/or an enhanced overall sense of well-being. All these benefits can help a patient feel better in a variety of ways and will result in them enjoying a happier, healthier day.

Never underestimate the power and value of what you do. The healing you provide has a ripple effect. Each patient you treat comes in contact with many other people throughout his or her day; when you help a patient feel better, that person becomes a better version of himself or herself, and this affects all the people in their lives. The positive effects of your service multiply as each patient interacts with the rest of the world: the colicky baby you treat, who feels better and finally sleeps through the night, allowing his mother and father to sleep, helping them to be healthier and happier parents, employees, and members of society. The athlete you help heal, who goes on to perform at the top of his game, bringing joy to multitudes of fans. The elderly woman you treat, whose discomfort and loneliness are eased, helping to lift her out of depression. The scope and magnitude of the benefits you provide are astounding. With each patient you treat, you are literally making the world a healthier, happier place!

**“Act as if what you do makes a difference. It does.”**

*- William James*

Each of the above steps make up a crucial piece of your branding road map. These steps help guide you in developing your vision, mission, and other components that make up your brand. Now that you have your map for success, let's begin your branding journey!

**“All you need is the plan, the road map, and the courage to press on to your destination.”**

*- Earl Nightingale*

CHAPTER 2



# **YOU ARE YOUR BRAND**

# YOU ARE YOUR BRAND

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“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

*- Jeff Bezos*

“Your brand is a gateway to your true work. You know you are here to do something – to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand – which you deliver.”

*- Dave Buck*

Now that you're ready to get to work on creating and building your business identity, it's important to start with the key player in establishing your brand: **YOU!**

**You** are your brand. Remember, a brand exists in the mind of customers and encompasses their idea of who you are and what you do. People buy you first, your company second, and your service last, so making an impeccable first impression is one of the most important things you can do to imprint your brand in the mind of customers. You want to wow them so that they associate you and your business with excellence and incomparable service.

# “The customer’s perception is your reality.”

- *Kate Zabriskie*

Why is the first impression so important? Research shows that a person develops an impression of you within seven seconds of first contact, based on how you look, smell, walk and talk. When patients and potential patients meet you, what will be their first impression?

And in the world of online reviews, customer perceptions are more important than ever because they can share it with the world on Yelp, Facebook, Google and other review sites. One customer’s perception can spread quickly, be adopted by others and, left unchecked, become the solidified opinion of the marketplace.

Everything about you sends a message, from the way you dress, carry yourself, walk and talk, to the energy you exude. The way you present yourself to the world speaks volumes about your relationship with yourself and others. Therefore, it’s important to take inventory of yourself in several key areas that together make up your image: love, magnetism, physical health, intellectual health and appearance.

## **LOVE**

“Love yourself first and everything else falls into line. You really have to love yourself to get anything done in this world.”

- *Lucille Ball*



Everything begins with love. Love is the lifeblood of all the relationships in your life, including your relationship with yourself. If you don't love yourself, you won't be able to truly love other people. Although love is an abstract thing, it is also palpable and tangible. People can sense and feel love emanating from others, and this is important to remember as it pertains to people's impression of you.

In *Strike It*, Dr. Unruh discussed the Catalytic Principle of Love and how your relationship with yourself inevitably has a ripple effect outward, shaping and defining the quality of your relationships with others and the world at large. So it's important to ask: how do you feel about yourself? Are you loving toward yourself, accepting and embracing all aspects of your being: your personality, passions, talents, strengths and weaknesses? Do you have a positive self-image? Or do you view yourself harshly, constantly putting yourself down or feeling unworthy of good things? Your honest response to these questions will help you ascertain whether you have a loving attitude toward your own being, or view yourself critically and withhold self-love.

When we feel badly about ourselves, it negatively impacts all aspects of our lives. Poor self-image affects how we treat others and ourselves. It affects how you carry yourself, how you feel, how you think and behave. With love comes respect. If you do not love yourself, it may lead to disrespect and neglect of your physical health, your finances, your spiritual health, and your relationships with the people in your life.

However, when you have a healthy, loving relationship with yourself, it fuels your ability to be the best version of yourself in all

areas, speaking and acting from a place of self-love and love of others. Loving yourself affects how you walk, talk, dress, eat, exercise, laugh, pray and play. It means you respect yourself and others. It translates into taking care of yourself, being attentive and nurturing toward yourself and the people in your life.

When you love yourself, it becomes evident in your confidence, your stride, your attitude and your energy - all of which translate into a positive first impression upon customers. Make it a priority in your life to cultivate self-love. Every aspect of your life will benefit.

## **MAGNETISM**

“The essential element in personal magnetism is a consuming sincerity - an overwhelming faith in the importance of the work one has to do.”

*- Bruce Barton*

When you're living and acting from a foundation of self-love and positive self-image, you exude energy, passion and confidence. This becomes even more powerful when amplified by the principle of magnetism.

Magnetism is the natural law of like attracting like. This means that positive attracts positive, and negative attracts negative. Our thoughts have enormous power in this regard. The things we think about will become the things we draw into our lives.

If you cultivate and maintain a positive, optimistic outlook on life, good things will happen to you. You'll see the glass as half-full and exude energy and charisma that people will be drawn to. If,

however, your attitude is consistently negative, you'll focus on the bad and overlook or dismiss the good in life. Your overall persona of "doom-and-gloom" will be off-putting to those around you.

Positive and negative energy are both palpable.

In *Digit*, Dr. Unruh discusses the importance of working with enthusiasm. Enthusiasm is contagious, and is an essential component of magnetism. It springs from the passion you have for what you do each and every day. Make a list of all the reasons you love what you do for a living, and refer to it when you want to re-energize your passion for caring for patients. Passion begets enthusiasm, and enthusiasm makes you magnetic!

Think about people who are magnetic. They are upbeat, energetic, and fun to be around. People are drawn to magnetic individuals, so embrace the power of magnetism and apply it to your own mindset and behavior with regard to how you run your practice and treat patients. Cultivating magnetism is crucial because YOU are your brand. As the foremost representative of your brand, you want customers to be attracted to your energy, positive attitude, and good cheer. This ensures, within the minds of customers, the association of you and your brand with vitality, energy, health and positivity.

Because your brand starts with you, you want to be the best version of yourself - you want to be magnetic. As a magnetic individual, you'll attract patients, and you'll also attract team members who will radiate the same magnetism that you possess - further enhancing the vitality and reputation of your business.

## PHYSICAL HEALTH

“Self-care is never a selfish act—it is simply good stewardship of the only gift I have, the gift I was put on earth to offer to others.”

- *Parker Palmer*

When you feel your best, you're at your best. Your physical health affects your energy level, attitude, and capacity to accomplish. When you take care of yourself physically, the resulting sense of well-being permeates every other aspect of your life, allowing you to do more and be more.

If you are neglecting your health - for instance, eating poorly, not getting enough sleep, skipping workouts, drinking excessively, or engaging in other unhealthy habits - you'll feel it, and it will affect your mood, your energy, your stamina, your outlook, and your attitude. Just as magnetic people exude energy and vitality, people who don't feel well or aren't at their best physically are an energy drain. You're better when you feel better. Being the best version of yourself mandates that you take the time to invest in your physical well-being. Your body is where you live, so take the time to care for and maintain your home!

Make time to exercise, and be mindful of what you put into your body. Fuel your body and brain with wholesome, nourishing foods. Stay hydrated. And get plenty of rest! It is impossible to think clearly and be positive when your brain is chronically sleep-deprived.

When you take measures to care for your physical well-being, you'll operate from a state of optimum wellness and be better posi-

tioned to provide excellent, quality care for your patients, all while setting an example and creating the association of your brand with health and vitality.

“Intellectual growth should commence at birth and cease only at death.”

- *Albert Einstein*

## **INTELLECTUAL HEALTH**

When was the last time you read a book?

It isn't a trick question, but rather a way to evaluate whether and how often you make the effort to expand your intellectual horizons. The greatest, most influential minds and most successful leaders in industry all have one thing in common: they are voracious readers. If you want to be a leader, you have to be a reader.

People read fewer books today than ever. A 2014 poll found that nearly one quarter of American adults hadn't read a single book in the previous year! By comparison, in 1978, 42 percent of adults had read 11 or more books in the past twelve months. Reading has fallen by the wayside in our age of nonstop technological entertainment.

Reading is important because it develops the mind. The mind is a muscle and needs exercise to grow stronger and thrive. Reading expands your knowledge, improves language skills, develops the imagination, and harnesses your ability to think, communicate, and listen.

Words - spoken and written - are the building blocks of life. You are, right now, the result of words that you have heard or read and believed about yourself. What you become in the future will depend

on the words you believe about yourself now. Therefore, reading plays a pivotal role in tapping into your mind's immense potential power to create a positive framework from which you view yourself and interact with the world.

Self-improvement books are great tools for developing a deeper and more thorough understanding of the subjects in life that are most pertinent to your interests, needs, and desires. Whatever you are the most passionate about, broaden your knowledge by reading about it! Read as much as you can about the things that captivate your interest and inspire you. Success in any area requires focus, discipline, attention, and constant innovation and improvement. It requires learning, and learning mandates reading.

Time invested in reading is time well spent. Strive to set aside time each day to read, even if only for a few minutes. Every bit counts, and you'll notice the cumulative effect it has on your perspective, passion, and expertise!

In addition to reading, make intellectual engagement a way of life. According to the most recent American Driving Survey from AAA, the average American spends more than 290 hours in their car each year. If you enroll in what Zig Ziglar coined "Automobile University," you could gain the knowledge of another 20-30 books every year. Facing a Saturday of yardwork or a long workout? Try piping one of hundreds of excellent podcasts through your earbuds. And because the best content for learning is visual and interactive, your intellectual development should include online training like **SIDECAR** provides for the chiropractic industry.

## **APPEARANCE**

“We decide based on how people look; we decide based on how people sound; we decide based on how people are dressed. We decide based on their passion.”

- *Frank Luntz*

Your physical appearance speaks volumes about your relationship with yourself and the world. The way you present yourself on the outside is indicative of how you regard, respect and care for yourself as a person. Your clothes, hair, scent and style tell the world how you feel about yourself.

Do your clothes fit well, or are they tight, oversized, or ill-fitting? Are they clean and in good condition, or worn, wrinkled, and tired? What about your shoes? Are they new or do they appear over-used and worn? The details are important. Taking the time to invest in your outward appearance - to “dress for success” - makes you stand out and helps you feel and be at your best.

When we harbor hidden emotions such as frustration, feelings of unworthiness or doubt, we unconsciously wear these on outside. It affects how we care for our appearance, our hygiene, and impacts our wardrobe and style choices. These concealed negative emotions can sabotage your success. If there is a gap between how you appear and who you really are, your patients will sense it. It’s imperative that you get in touch with your inner authentic self and develop an understanding of the message you are conveying through your appearance.

## **YOU ARE YOUR BRAND**

Each of the areas discussed in this chapter is an important facet of

your brand. When you love yourself, exude passion and magnetism, are attentive to your physical well-being, expand your mind, and dress for success, you're positioned to be the best representative of your brand - a brand synonymous with vitality, excellence and success.

**“Branding demands  
commitment;  
commitment to  
continual re-invention;  
striking chords  
with people to stir  
their emotions; and  
commitment to  
imagination.”**

*- Sir Richard Branson*