

#vetbrand CHALLENGE

5 DAYS TO HELP YOU GET CLARITY AND
TAKE ACTION ON YOUR DREAM
VETERINARY BRAND



day one / Assess & audit

1. What are your goals for this challenge? Describe what success would look like for you after spending 5 days focusing on your brand!

2. How do you feel about your brand and marketing efforts currently? What's working, what isn't, and what is holding you back from feeling 100% satisfied? Be honest!

3. Rate yourself honestly on a scale of 0-10 for each asset, and then tally your score. 0 = Don't have, 5 = Have, but needs work, 10 = Have & it's awesome!

- | | |
|---|---|
| <input type="checkbox"/> Brand name | <input type="checkbox"/> Logo |
| <input type="checkbox"/> Brand values | <input type="checkbox"/> Brand colors |
| <input type="checkbox"/> Ideal client/team member | <input type="checkbox"/> Brand fonts |
| <input type="checkbox"/> Niche/unique services | <input type="checkbox"/> Brand voice |
| <input type="checkbox"/> Clear differentiators | <input type="checkbox"/> Key messaging (slogans, phrases) |

CURRENT BRAND SCORE: /100

CHALLENGE

Head to the Veterinary Brand Builders group on FB & find the Day 1 challenge post. Share your honest score and goals. No shame in wherever you're at or wherever you want to go!



day two / *Dream & reflect*

Answer these questions as though it's 6 months from now.

1. How do you want people to describe you or your business? Why would they tell a friend that they should follow you or work with you?

2. Elaborate more! What would someone say differentiates you from another vet, clinic, or consultant?

3. What is a core value someone will know your brand truly stands for?

CHALLENGE

Head to the Veterinary Brand Builders group on FB & find the Day 2 challenge post.

Share what you want to be known for in 6 months, based on your responses above!



day three / Identify & target

1. What result does your ideal follower want to get from following you or working with you? How can you help? (Be more specific and deep than "veterinary care" or "advice.")

2. Why do they want that result from you? Make up a story about who they are, why they need you, and what they're willing to do to get the result they want from interacting with your brand! You can even get specific on demographics - like their age, their pets, their profession, income, etc.

3. Give your ideal follower (and maybe their pet) a name:

4. Describe someone you do NOT want to have as a follower/client. What qualities do they have that you want to avoid and why?

CHALLENGE

Head to the Veterinary Brand Builders group on FB & find the Day 3 challenge post. Tell us about your ideal follower and/or the type of follower/client you want to avoid!



day four / Personality & flair

Consider these questions through the eyes of your ideal follower and your brand goals. What will they like? What best suits your brand goals?

1. If your brand was a breed of animal, what would you be? Why?

2. What three words would best describe your brand's personality?

3. Are there specific colors, fonts, or symbols that represent your brand's personality. Why?

CHALLENGE

Head to the Veterinary Brand Builders group on FB & find the Day 4 challenge post.

It's time to tell us your brand's breed. This is gonna be fun. ;)



day five / Combine & post

Now that you've gotten more clarity on what makes your brand unique and who you serve, it's time for you to make your first "on brand" post!

CHALLENGE

Step 1: Choose a differentiator to highlight. It could be one of the values or things you want to be known for, a unique service you offer, or the special way you serve your ideal clients/followers!

Step 2: Choose a social media platform where your ideal client/follower spends times.

Step 3: Create a post that highlights this differentiator in a way that will speak to your ideal client/follower. Share with the hashtag #VetBrandChallenge if you do it on Instagram!

You can use one of these templates to help you:

- (X) reasons I believe in (X)
- Expectations about (X) vs. reality
- Follow us if you want (X)...
- This is the account for you if (X)...

Head to the Veterinary Brand Builders group on FB & find the Day 5 challenge post. Link us up to your "on brand" post so we can check it out and celebrate your hard work!



bonus / Re-evaluate & celebrate!

1. How do you feel after spending 5 days thinking about your brand?

2. Rate yourself on a scale of 0-10 for each asset, and then tally your score.

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