

Build the Message That Makes You the Obvious Choice

Complete this worksheet before moving on to Lesson 3.

SECTION 1

Your “Only” Statement

The differentiator that makes your practice the obvious choice for your ideal patient — in one sentence.

“[Practice name] is the only [type of practice] in [market] that [specific differentiator] for [specific patient type].”

Apply the test before you move on: could another practice in your market say this and be telling the truth? If yes — go one level more specific.

SECTION 2

The Push Questions

Finding what's real underneath the first draft. Answer each one honestly — the specifics you find here are what make your “only” statement believable.

01 Could another practice in your market say this? Are they?

02 What do your best patients say about you that surprised you the first time you heard it?

03 What do you do differently that you almost didn't mention because it seemed obvious?

04 What did you build into your practice that you wish existed when you were a patient yourself?

05 What about how you practice medicine would you never compromise on?

SECTION 3

The Connection Back to Lesson 1

Your differentiator only works if it connects directly to your ideal patient.

Your ideal patient (pulled from Lesson 1)

Copy your synthesis sentence from the last lesson's worksheet here. "My practice is built for ____ who wants ____ and has tried ____ without success."

The connection

Read your "only" statement from Section 1 alongside this sentence. Does your differentiator speak directly to what your ideal patient wants and hasn't been able to find? If not — what needs to adjust?