

Module 1 – The Message

Transform the Perception of Your Practice - Give it Personality

» 7 Key Client Bonding Questions:

The goal with writing for your website is to create your **Compassion Connection** and compose a **Practice Narrative** in the most impactful way possible. And since we know the 'About Us' page is the most visited place on a veterinary website, it stands to reason we should start with focusing our efforts there.

In order to achieve these ends, you must answer the **7 Key Client Bonding Questions**, and in doing so develop a natural narrative with your new **Start With WHY** message / framework as the foundation. Keep in mind when answering these questions that an emphasis should be placed on your passions and inspirations, and be sure to avoid the common mistake of being *superficially* compassionate – try to open up, as the more you are able to share, the more powerful the client bond you will be able to achieve.

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» Key Questions...

1. WHAT is your position within the clinic?

2. WHAT are your personal origins?



3. WHY did you become a veterinarian / veterinary professional?

4. HOW did you become a veterinarian / veterinary professional?

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5. WHAT do you actually do as a veterinarian / veterinary professional?

6. WHO is in your family and what are their interests (including pets)?

7. WHAT are your personal interests and achievements?

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» **The Result:**

Once you have your ideal sentence(s) for each section, combine them into a readable and interesting composite. A good rule of thumb when creating these narratives is to keep the emphasis on the WHY component (i.e. this should be the longest contribution), and try to be as snappy and concise in the other sections as you can. Really put some energy into it - make each section really compelling to read versus just reporting facts.

» **Finally - a Quick Tip!**

It is true that compiling too diffuse a narrative will have a client engagement effect opposite to the one we are after - we want to give current clients a comprehensive yet interesting snapshot of who we are to facilitate that all important bond, not turn them off right away! No one wants to be greeted by a wall of text when they arrive at a website/webpage – it's human nature to become bored just thinking of reading it.

This presents a challenge, so a trick is to make sure the 'WHY' sentiments are clearly laid out in the first paragraph so that an affinity is established immediately. Then, after a handful of sentences you can insert a [...read more] option they can click on to learn more about that staff person – and invariably clients will! (See *EXAMPLE* below)

Questions?

Please feel free to email:
phpjumpstart@dvmelite.com

About Us - Meet the Team



Dr. Malloy - owner

Dr. Malloy's passion to become a veterinarian was present as a young child. She grew up on the outskirts of a bustling Midwest city, always surrounded by many family pets, including dogs, cats and birds and guinea pigs. After moving to a farm at the age of 15, Dr. Malloy truly discovered and nurtured her love for four legged creatures - no matter their shape or size. From that point forward, she knew she would dedicate her life to caring for animals and has always had a soft spot in her heart for our four legged companions. ...Read more...

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[next / another webpage with full length bios]

Dr. Malloy-Cross attended Midwest University directly after completing high school. Upon graduation from the Some College at the University of Somewhere in 1984, she moved Somewhere Else and became an associate veterinarian - then partner at the ABC..

Dr. Malloy-Cross has a special interest in dentistry, having completed extensive training in companion animal dentistry at SomeKindOF facility at the University. She also has a special interest in Senior Care and Preventative Medicine and attends conferences and seminars frequently to increase her knowledge and ensure she is kept up-to-date. She is always researching the latest technology available in order to keep the clinic modern.

Her husband, also Dr. Malloy, is a veterinarian as well and is her partner at the ABC practice. Together they provide a loving home to their dogs - Chance, a chocolate lab, who originally presented to the hospital after being injured by a car. They were able to repair his broken leg and adopt him as a permanent member of their family. Then there's Indii, adopted as a mature 3 year old Labrador, needing a new home which they were happy to give. And finally there's Tag, a Brussels Griffon, a total 'lap dog' and a mommy's boy who definitely rules the roost!! Dr. Malloy-Cross is passionate about her work as a veterinarian, dedicating time and effort to ensuring that all of her patients receive the best care available. When the doctor is not working she loves to garden, work on her crafts of gourd carving and painting, and she dabbles in water color painting. She also enjoys travelling, hiking and boating.