

Module 1 – The Message

**Start with ‘WHY’ - Create Your Boilerplate**

» **Craft an Inspirational Message**

In this action guide we will work on developing the foundation for our practice marketing message by utilizing the ‘Start with WHY’ framework to create your Boilerplate. Once created, your Boilerplate will be used on all of your marketing materials, enabling you to simply copy and paste your one perfected practice message each time, rather than trying to recreate it over and over again from scratch. The goal for your Boilerplate is to craft a compelling message that is consistent and effective, and that serves to attract, engage and will inspire your audience to choose your practice.

You may either complete this worksheet by yourself, or use it as the basis for your next staff meeting and have the whole team contribute to its creation.

Enjoy – this should be a fun exercise!



» Let's get started...with WHY:

Write one or two sentences here, focusing on **WHY you do what you do**. This is the most important question to ask and the primary component of your practice's message.

For example, why do you get out of bed and drive to work every morning? Why did you choose to become a veterinary professional rather than a dentist, doctor, lawyer, etc.? Why did you feel this was the right path for you? When you understand what keeps you going, you can begin to craft your unique and inspiring message to share with others.

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» Next, figure out the HOW:

Think about your practice and ask yourself HOW it **differs from other practices**. What is your unique selling proposition?

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» **Finally, consider the WHAT:**

This question is pretty straightforward and helps you define your practice in terms of your offerings. **WHAT exactly are the services** your practice provides?

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Bravo! You now have the basis for an inspired message that does so much more than just list WHAT you do – it inspires people with WHY you do it. This new message should be forefront of everyone’s minds (all staff, veterinarians, and clients) any time there is a formal and casual communication. If your entire practice completed this sheet, discuss your various versions and pin down the one that best fits your practice.

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» **YOUR INSPIRATIONAL BOILERPLATE**

**Now, combine the above sentences** into a single paragraph – and save it as “Boilerplate”. Keep it handy for adding to the beginning or end of every marketing piece you create.

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**Questions?**

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