



The Mad Rose Brand Clarity Conversation™

A 6-Step Interview Process to Clarify Your Thought
Leadership and Brand Identity

Start Here:

Why This Matters

Most dentists have more than a brand problem—they have a clarity problem. They've invested in websites, logos, and marketing campaigns that never quite reflect what they actually believe or how they want to be seen.

This worksheet is designed to fix that.

The **Mad Rose Brand Clarity Conversation™** is a guided, recorded interview that helps you speak your truth, refine your message, and uncover the story and strategy that can finally support the kind of practice you want to lead.

You won't do this alone. In fact, **you can't**—this only works when someone else is asking you the questions. Think of this like having coffee with a colleague who really listens.

Simple Instructions

Step 01

Choose a trusted friend, colleague, or team member to act as your interviewer.

Step 02

Print this worksheet or open it on a device for them to follow.

Step 03

Record your conversation using your iPhone or any voice recording app. (An MP4 or M4A file is perfect.)

Step 04

Email your recording to Peter at:
peterbeckwith@madrosemedia.com

Step 05

I'll listen to your story and return a **2-page Brand Strategy Summary** with your core narrative, values, messaging themes, and brand voice recommendations.

What You'll Walk Away With



This short-form creative strategy is your bridge between passion and positioning—between what you believe and how others see you.

Step 01

Articulate Your “Why”

Goal: Uncover your purpose and what makes your work meaningful.

Q1

Tell me your story from the beginning. What made you choose dentistry—and what’s the journey been like since?

Q2

What really matters to you as a dentist, as a practice owner, and as a professional? What do you believe you’ve been ignoring—or not giving enough space to?

Step 02

Clarify Your Core

Goal: Identify the values that shape how you practice and lead.

Q3

Who has influenced you most as a clinician or leader? What did you learn from them?

Q4

What are your non-negotiables in patient care, leadership, or life? How do you live those out?

Step 03

Tell Patient Stories

Goal: Use real stories to reveal your voice, style, and heart.

Q5

Tell me about a patient moment that made you proud. What happened—and why did it stick with you?

Q6

What's a challenge you've overcome in dentistry? How did it shape who you are today?

Step 04

Identify Your Primary Audience

Goal: Define who you're really for—and what they're really looking for.

Q7

Who is your ideal patient?
What are they like, and what
do they care about most?

Q8

What problem are you
solving for them? What
outcome are they hoping
you'll help them reach?

Step 05

Outline Your Unique Value

Goal: Capture what makes your practice unmistakably you.

Q9

What makes you different from the other dentists in your area?

Q10

What promise do you consistently deliver to your patients—something they know they can count on?

Step 06

Define Your Brand Voice and Vision

Goal: Establish a consistent tone and forward-thinking message.

Q11

If your practice had a personality, how would you describe it? How do you want people to feel when they're with you?

Q12

What do you want your practice to be known for in five years? What are you building toward?

What's Next

Email your audio file to me at
peterbeckwith@madrosemedia.com.
I'll respond with a beautifully written,
two-page Brand Strategy Summary
within 7–10 business days.

That summary is yours to use in
consults, team onboarding, website
updates, marketing campaigns, and
even future speaking engagements.
It's the “positioning paper” behind all
the best brand moves.

