

# The Mad Rose Brand Clarity Conversation™

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

Created by Peter Beckwith

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#### 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





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Email your recording to Peter at:

peterbeckwith@madrosemedia.com

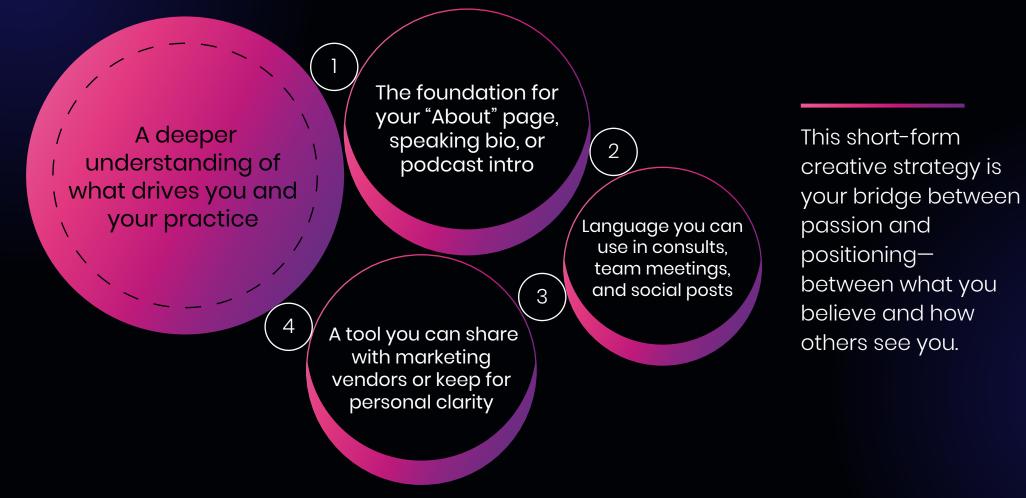
#### Step 05



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.

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#### What You'll Walk Away With



#### Step 01 Articulate Your "Why"

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

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

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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?

Q2

#### Step 02 Clarify Your Core

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



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



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

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

Q6

### Step 04 Identify Your Primary Audience

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



Who is your ideal patient? What are they like, and what do they care about most? What problem are you solving for them? What outcome are they hoping you'll help them reach?

Q8

#### Step 05 Outline Your Unique Value

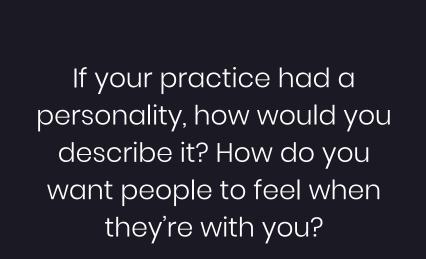
Goal: Capture what makes your practice unmistakably you.



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



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.

