

UVP Wizard

All dentists are not created equal. Sure, there are the common factors of offering to clean your community's teeth and fix their broken ones - but that's where the similarities end. You need to let your originality, brand personality, and your **WHY** shine through in your online content, as well as all other marketing efforts you're making.

“When you've got 10,000 people trying to do the same thing, why would you want to be 10,001?”

– MARK CUBAN, OWNER OF DALLAS MAVERICKS

Yes, there is quite a bit of competition for most dentists, but trust us (we've been doing this for 15 years), there is **something** that makes YOU stand out from the rest of them. The whole point of your website and marketing is to connect - and be real - so the right people in your community see you as the dentist for them. You just need to be creative, persevere towards finding your dental marketing gold, and then brand it for the world to see!

“Focus on the core problem your business solves and put out lots of content and enthusiasm, and ideas about how to solve that problem.”

– LAURA FITTON, INBOUND MARKETING EVANGELIST, HUBSPOT

Discover your UVP in 2 easy steps:

1

Complete the form on the following page. This is the hard part: think outside the box, and how you are different.

2

Create a two sentence statement from your information that clearly sets you apart from your competitors

Check out our new responsive websites at www.roadsidemultimedia.com or email us today for more simple, highly-effective marketing solutions – team@roadsidemultimedia.com

Roadside
roadsidemultimedia.com

UVP Wizard

DOCTOR:



Please type into the following fields.

We Believe...

What do we believe?
Why do we have this strong belief?

We Help...

Who is our target audience?
Who is our community?

In...

Where is our audience located?

By Solving Problems...

What solutions do we offer?
How do we solve these problems?
How do we overcome obstacles?

We are Unique...

What differentiates us from others?
Why should our audience care?
What are their benefits?

Our Results Are...

How do others feel about us?
How do they benefit?



Our UVP

Create a two sentence statement
using your above answers.