

Welcome To

# Dynamic Branding- Bringing Your Story to Life

---

**Presented By:**

**Laci L. Phillips**

# Four Sections in Your Branding Story

---

## Section One-Branding

### Chapter 1-Differentiate

Who Are You

---

---

---

---

---

Who is Your Target Audience?

---

---

---

---

---

### Chapter 2-Collaborate

Who is involved

---

---

---

---

---

### Chapter 3-Innovate

What new marketing tools are available?

---

---

---

---

---

Am I filling a need others are not

---

---

---

---

---

### **Chapter 4-Validate**

Can your patients tell your story?

---

---

---

---

---

### **Chapter 5-Cultivate**

Living out your story

---

---

---

---

---

## **Section Two-Marketing**

### **Chapter 6-Websites:**

What makes a good site, what catches your attention? What is the average time spent on a site?

Designing

---

---

---

---

---

Hosting

---

---

---

---

---

Positioning

---

---

---

---

---

Mobile Sites

---

---

---

---

---

**Chapter 7-Facebook**

Facebook was founded in February 2004. The first step is to register:

Personal Vs. Professional

---

---

---

---

---

Getting Liked

---

---

---

---

---

Where do you get your content?

---

---

---

---

---

### Chapter 8-Twitter

A penny for your thoughts? Nope, 140 Characters

---

---

---

---

---

---

Twitter posts can help your search

---

---

---

---

---

---

### Chapter 9-LinkedIn

Founded in 2002, launched in 2003. Considered to be a social networking site for people with professional occupations.

---

---

---

---

### Chapter 10-Google:

I'm a Google Girl!!!! So much to do and see here...

---

---

---

---

**Chapter 11-YouTube:**

*Created in February 2005, it is a video sharing website*

---

---

---

---

**Chapter 12-Pinterest**

The Online Pin board

Who uses Pinterest?

---

---

---

---

How do you use it?

---

---

---

---

**Chapter 13-Instagram**

For your pictures:

---

---

---

---

---

**Chapter 14-Promotion**

---

---

---

---

---

---

---

---

---

---

---

---

## Section Three-Webutation

### Chapter 15-Reviews!!

Where do you look?

---

---

---

---

---

---

How to respond to bad reviews?

---

---

---

---

---

---

## Section Four-Writing Your Story-The Execution of It All

### Chapter 16-How Do You use them All?

Start with a Team Meeting

---

---

---

---

---

---

---

Your Editor or Marketing Director

---

---

---

---

**Chapter 17-Creating Your Campaign:**

Remember this is a business decision, it needs to be organized:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## About The Presenter

Laci discovered at an early age her true passion for speaking and entertaining audiences. As a founding partner at Practice Dynamics she combines her knowledge of dentistry with her passion for teams to deliver customized coaching, workshops and speaking events throughout the country.

888-425-3235 | [www.practicedynamics.net](http://www.practicedynamics.net)



Laci began her road to coaching as a chairside assistant while going to college to pursue a dream of one day having her own talk show. While working her way to the business side of dentistry, she was fortunate to learn from top industry professionals. The experience gained on this journey gives her unique insight into the technology and business side of dentistry. The excitement of working in high tech offices, as well as, high-end cosmetic practices has instilled in her the passion and the knowledge to coach dental teams on their road to excellence. Balancing coaching dental teams with her speaking career is a dream come true. Each time she takes the stage her passion for dentistry and the dental team comes to life in her words and the lessons she teaches.

Practice Dynamics specializes in coaching teams to reach their goals through balance driven success using systems, teams and technology.

