**How to Communicate Your Powerful Personal Brand:**

***A step-by-step self-study guide for nurse practitioners***

****

**BECAUSE YOU ARE ONE OF A KIND!**

 **NursePractitioner**Branding**.com**

 **Version 1.0 ©Quentin Srnka 2020**

***"Life isn’t about finding yourself.***

***Life is about creating yourself."***

**George Bernard Shaw** (1856-1950) Irish playwright, critic, and author of *Pygmalion*.

**MODULE 1 – Terms and Concepts RESPONSE SHEETS**

You willdefine and differentiate the terms *personal brand*, *nurse practitioner brand*, *personal branding*, *organization brand*, *mass marketing*, and *niche marketing.*

You will identify, compare, and contrast nurse practitioner personal brands that are *powerful*, *mediocre*, and *weak*.

**Questions 1, 2:** Does East Valley Medical communicate its appeal to the *mass market* or to a *niche market*?

What is your reasoning?

**Question 3:** What is the *name* of the individual who receives and answers East Valley Medical’s *email communications*?

**Question 4:** What are the names and credentials of the individuals who provide care at East Valley Medical?

**Questions 5, 6:** Would you classify this card as a *business card* or a *personal card*?

What is your reasoning?

**Questions 7, 8, and 9:** How do you think the “typical consumer” who has not yet visited East Valley Medical would interpret the abbreviation *MSN*?

the abbreviation *NP-C*?

the abbreviation *FAANP*?

**Questions 10, 11:** Do you think that the “typical consumer” who has not yet visited East Valley Medical will understand that Jane Harris is a nurse?

that Jane Harris is a nurse practitioner?

**Question 12, 13:** Would you classify this card as a *business card* or a *personal card*?

What is your reasoning?

**Questions 14, 15:** Would the “typical consumer” who has not visited East Valley Medical know that Jane Harris is a nurse practitioner?

What is your reasoning?

**Question 16:** What is the *name* of the individual who may receive and answer Jane Harris’ emails?

**Question 17:** How would you modify Jane’s card so that it communicates more information about her nurse practitioner brand?

**Questions 18, 19:** Does *Specializing in Women’s Health* on Jane Harris’ card prevent her from providing care to men?

What is your reasoning?

**Questions 20, 21:** Does listing *six health issues* frequently experienced by women limit Jane Harris’ practice to providing care for only those issues?

What is your reasoning?

**Question 22:** If you currently distribute cards in your practice, in what ways – if any – could *your card* be modified to communicate 1) who you are, 2) what you do, and 3) how you help people?

**Question 23:** If you currently distribute cards **and** you are an employee, what issues would your employer have – if any – if you prepared (at your expense) and distributed cards that communicate your nurse practitioner brand?

**Questions 24, 25:** *Scenario –* Nurse practitioner Jane Harris serves as associate pastor for her faith congregation and is a soccer coach for sixth and seventh grade youth.

How many personal brands does Jane have?

What is your reasoning?

**Question 26:** How would you rate the brand of a nurse practitioner who is perceived as being *hesitant*, *fragile*, and *uncertain*? p Powerful p Mediocre p Weak

**Question 27:** How would you rate the brand of a nurse practitioner who is perceived as being *forceful*, *influential,* and *persuasive*? p Powerful p Mediocre p Weak

**Question 28:** How would you rate the brand of a pharmacist who is perceived as being *decent*, *ordinary*, and *undistinguished*? p Powerful p Mediocre p Weak

**Question 29, 30, 31:** *Scenario* ***–*** Physicians, nurses, and nurse practitioners were asked about their perceptions of three nurse practitioners with whom they work.

“John doesn’t really excel in any one area. He often seems hesitant to make decisions when prescribing medicines. He often responds to patients’ questions with uncertainty, saying ‘I think . . .’ or ‘Maybe . . .’ And John repeatedly gets his feelings hurt by his workmates and sometimes even by our patients.”

p Powerful p Mediocre p Weak

“Joan is a decent nurse practitioner – pretty much like many of the PA’s and NP’s who work here. She seems to get her job done in an OK manner – gets here on time and leaves on time. I don’t really have much more to say about her.”

p Powerful p Mediocre p Weak

“Lilly’s primary interest is wellness – and especially smoking cessation. She has attracted many new patients to our practice through the presentations that she makes to community groups. When physicians need assistance they typically call on Lilly.”

p Powerful p Mediocre p Weak

Health professionals who create powerful brands tend to (author’s observations):

1. enjoy success in their chosen profession – financially and otherwise
2. effectively serve and help others
3. have enthusiasm for practice (*get* to go to work rather than *have* to go to work)
4. have enthusiasm for their profession as evidenced by organization involvement enjoy meaningful relationships with workmates, patients, and the public

**Questions 32, 33:** Consider two nurse practitioners who you have known for at least two years and who you believe to have powerful brands. Which of the above-captioned five “observations” do you associate with each nurse practitioner?

Nurse Practitioner A: 1 2 3 4 5 Nurse Practitioner B: 1 2 3 4 5

**Questions 34, 35:** What other features or characteristics do you associate with the nurse practitioners you identified?

Nurse Practitioner A:

Nurse Practitioner B:

**Questions 36, 37:** In what ways – if any – do you think *personality* affects the creation of a nurse practitioner brand?

What is your reasoning?

**Question 38, 39:** In what ways – if any – do you think *self-worth* affects the creation of a nurse practitioner brand?

What is your reasoning?

**Question 40, 41, 42, 43:** In an article that John Anderson submitted to a journal he placed these abbreviations after his name: MSN, PhD, CRNA, FAAN.

What is/are John’s academic degree(s)?

What is/are John’s license(s)?

What is/are John’s stated certification(s)?

What peer organization(s) has/have recognized John’s achievements?

**Question 44:** Julie Jenkins’ earned a Master of Science in Nursing (MSN) degree five years ago, and she is likely to receive her Doctor of Philosophy degree in six months. Julie opines, “Few nurse practitioners earn Doctor of Philosophy degrees. Therefore, when I receive my diploma I will have a powerful nurse practitioner brand.”

How would you evaluate Julie’s opinion regarding her attainment of a powerful nurse practitioner brand?

**How to Communicate Your Powerful Personal Brand:**

***A step-by-step self-study guide for nurse practitioners***

****

**BECAUSE YOU ARE ONE OF A KIND!**

 **NursePractitioner**Branding**.com**

 **Version 1.0 ©Quentin Srnka 2020**

***"Life isn’t about finding yourself.***

***Life is about creating yourself."***

**George Bernard Shaw** (1856-1950) Irish playwright, critic, and author of *Pygmalion*.

**Module 2 – Preparing Your Written Plan RESPONSE SHEETS**

You will prepare a *written plan* to communicate your powerful personal brand to patients, workmates, the public, other healthcare professionals, managers/ administrators, and current/future employers.

**Question 45:** How do the words of Henry David Thoreau *regarding the secret of achievement* relate to your preparation of a written plan to communicate *your* powerful nurse practitioner brand?

**Question 46:** How does (or how will) your brand differ from those of nurse practitioners who have similar educational backgrounds and practice environments?

**Question 47:** What **features** of your current or anticipated nurse practitioner brand would you want to communicate to the *public* and to *patients*?

**Question 48:** What **features** of your current or anticipated nurse practitioner brand would you want to communicate to *current/future employers*?

**Question 49:** How will you ensure that follow up occurs when you depend on other staff members to accomplish tasks?

**Question 50:** What are some other behaviors or actions that would potentially cause ***patients*** to perceive that you have a brand that is less than powerful?

**Question 51:** What are some other behaviors that would potentially cause *your* ***workmates*** to perceive that you have a brand that is less than powerful?

**Questions 52, 53, 54, 55:** To which of the following individuals would you *hesitate* to give your personal card and what would be your reason(s) for hesitating?

n salesperson who is assisting you at an automobile dealership

n physician who is providing care to you for the first time

n plumber who has repaired a leaking faucet in your kitchen

n server at a restaurant that you are visiting for the first time

**Questions 56, 57:** What would be the *pros* and *cons* of having your *cell phone number* on your nurse practitioner card?

Pros:

Cons:

**Questions 58, 59:** What would be the *pros* and *cons* of having your *photograph* on your nurse practitioner card?

Pros:

Cons:

**Questions 60, 61:** Relative to the other four name badge illustrations, what are the *pros* and *cons* of the name badge in Exhibit 5?

Pros:

Cons:

**Questions 62, 63:** Relative to the other four name badge illustrations, what are the *pros* and *cons* of the name badge in Exhibit 6?

Pros:

Cons:

**Questions 64, 65:** Relative to the other four name badge illustrations, what are the *pros* and *cons* of the name badge in Exhibit 7?

Pros:

Cons:

**Questions 66, 67:** Relative to the other four name badge illustrations, what are the *pros* and *cons* of the name badge in Exhibit 8?

Pros:

Cons:

**Questions 68, 69:** Relative to the other four name badge illustrations, what are the *pros* and *cons* of the name badge in Exhibit 9?

Pros:

Cons:

**Exercise 2:** Sketch your name badge to communicate who you are and what you do.

**Question 70:** What features of Audrey Harris’ biographical sketch do you *like*?

**Question 71:** What features of Audrey Harris’ biographical sketch do you *dislike*?

**Exercise 3:** Prepare a biographical sketch that communicates where you are in your career now ***or*** where you will be in the future (the nurse practitioner brand that you intend to create).

**(Word process your biographical sketch and attach it to this sheet set.)**

**Exercise 4:** One of the names posted on the entry/exit door in the facility where you practice is “Phyllis Jennings, MD, FAAFP – Family Practice.” Sketch your name and any other information you would like on that door.

**Exercise 5:** Identify and list the steps required to insert your email signature in *your* personal email account.

**Exercise 6:** If you were to prepare an email signature, list the information items that you would exhibit. (Note: Your email signature may be identical to your nurse practitioner card or your biographical sketch.)

**Exercise 7:** Review your personal email account and estimate the number of individuals you could add to a list to receive your health messages.

**Questions 72,73:** What are the *pros* and *cons* of asking the patients in your practice if they would like to be added to your email contact list to receive your health messages?

Pros:

Cons:

**Exercise 8:** Prepare a brief health message that is related to your area of expertise, that would have broad appeal to consumers and other health professionals, and that is based on an authoritative source or sources.

**(Word process your health message and attach it to this sheet set.)**

**Exercise 9:** Assume that you plan to call on a group of **three physicians** whose practice focuses on a specialty other than your specialty. There is the potential for you to refer patients to the group, and for physicians in the group to refer patients to your practice. What three points will you make during your discussion?

1

2.

3.

**Exercise 10:** Assume that you plan to call on the **pharmacist owner** in an independent community pharmacy. There is the potential for you to refer patients to the pharmacists for products and services, and for the pharmacist to refer patients to your practice. What three points will you make during your discussion?

1.

2.

3.

**Exercise 11:** Assume that you plan to call on the **sales staff of a vendor** of wheelchairs and other mobility devices, oxygen, hospital beds, ostomy supplies, catheters, and respiratory equipment. (The business owner and sales staff are not licensed health professionals.) There is the potential for you to refer patients to the vendor for products, and for the sales staff to refer patients to your practice. What three points will you make during your discussion?

1.

2.

3.

**Exercise 12:** Identify a presentation title and 4 to 6 points that you would like to make for students in **one** of the following categories: early elementary, late elementary, middle school, **or** high school.

Title:

1.

2.

3.

4.

5.

6.

**Exercise 13:** Sketch the content for the reverse side of your nurse practitioner card to let people know that you are available to speak on two or more specific topics.

**Exercise 14:** State the title of a 20-minute consumer-oriented presentation and three points that you will make.

Title:

1.

2.

3.

**Exercise 15:** You are preparing a 20-minute presentation for physicians, physician assistants, and nurse practitioners on a topic related to your area of expertise. State the title of your presentation and three points that you will make.

Title:

1.

2.

3.

**Exercise 16:** Contact two television stations in your community by phone. Introduce yourself to the telephone attendant and request the names and titles of the individuals who produce the morning, afternoon, and late evening news programs.

Ask the telephone attendant how you could reach the individual or individuals with a “news story.” (For purposes of completing this exercise, it will not be necessary for you to contact the television news producer.

**(Summarize your experience here – include the television station call letters and names of news producer(s) that you identified.)**

**Exercise 17:** Identify two consumer-oriented health advocacy organizations in your community (or the community in which you intend to practice) in which you should become involved based on your education, your specialty, and your interests.

1.

2.

**Exercise 18:** List three state and/or national professional organizations of nurse practitioners and/or health professionals in which you should become involved based on your education, your specialty, and your interests.

1.

2.

3.

**Exercise 19:** Identify two support and/or special health interest groups that you might have interest in establishing and coordinating based on your education, specialty, and personal interests.

1.

2.

**Exercise 20**: Consider one or more potential domain names for your website. Google “weebly domain search” (this is NOT a weebly endorsement). Enter potential domain names. Enter names until you find one that is available as a dot.com (.com).

**Exercise 21:** You are likely to have viewed hundreds (maybe thousands) of websites. Therefore, you should have a good idea of the content of a typical *homepage*. Make a list of items to place on your homepage, including headings, photos, and graphics.

**Exercise 22:** List and expound on two ways **not** cited in this *guide* in which you could communicate your nurse practitioner brand.

1.

2.