



From Clinic to Click: Bringing Your Brand to Life Online

How to align your values, messaging and visuals for a **high-impact website**

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WEBSITE DESIGN

BRAND STRATEGY

WEBSITE COPYWRITING

BRAND IDENTITY

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Our Journey today

- What is the difference between a brand, branding, brand strategy and brand identity
- The key elements of a brand strategy
- The common mistakes that confuse or repel visitors to your website
- How a well-built brand strategy can be used in your website copywriting and marketing
- Questions



Understanding the difference

- **Brand Identity** - The visual representation of your brand
- **Brand:** The overall perception and emotional connection people have with your business.
- **Branding:** The process of creating and managing the elements that shape your brand.
- **Brand Strategy:** The long-term plan that outlines the key elements and actions required to build and maintain a successful brand.



Why is a Brand Important

Having a Brand
vs.
Having a Business



My own experience in
business and the difference
between having a strategy
and not

Creating a Brand Strategy

Critical elements that you must have inside your brand strategy.



Three core sections of a brand strategy

Brand Core: Purpose, Vision, Mission, Values, tagline & elevator pitch

Brand Positioning: General & detail client avatars, Brand Differentiators, Positioning statement, Emotional Impact statement, Service Benefits

Brand Expression: Archetype, brand personaility, tone of voice, Pillars, proof points, brand words & phrases and words to avoid



TRAP 1: The Identity Crisis Homepage

- **The Problem:** The visitor has 8 seconds to decide if they stay. Generic copy leads to the immediate assumption that you are interchangeable.
- **The Mistake:** Your main headline is timid, safe, or generic: "Welcome to my Naturopathic Clinic." The "I See Everything" Trap.
- **Result:** You fail to establish your unique value, which is essential to setting your practice apart. You look like a generalist.

Root Cause: Weak Brand Core (Purpose & Mission)

TRAP 1: The Identity Crisis Homepage

The Solution: The Immediate Signal

- **Rule:** Your headline must immediately state your Mission and Vision.
- **Poor impact headline example:** “I offer personalised health consultations.”
- **High-Impact:** “I help driven women finally heal their debilitating fatigue so they can thrive in their careers and lives, without relying on stimulants.”
- **Action Step:** Use your headline space to be so specific, the wrong client immediately says "no," and the right client immediately says "YES!"

Your Purpose

Example:

Elevated Health exists **to provide a compassionate, integrative approach to health and wellness** through naturopathic care, **grounded in natural healing methods** and **respectful client relationships**.

This clinic bridges modern therapeutic techniques and the holistic philosophies of traditional naturopathy, fostering an environment where **each patient feels heard, supported, and empowered to manage and enhance their physical well-being**.

Elevated Health is committed to helping individuals **reclaim a pain-free life and achieve a balance of mind, body, and spirit**, all while **cultivating resilience** against future health challenges.



Your Vision



Example:

Elevated Health & Wellness **aspires to be the leading health destination** in the Northern Rivers region, **renowned for a holistic and personalised approach** to naturopathic care.

By expanding our practitioner base to include complementary health professionals and enhancing our therapeutic offerings, **we aim to set a new standard in integrative wellness.**

Our vision is to **build a trusted community** where clients not only find immediate relief from pain but also gain long-term tools for self-care and health maintenance, reinforcing our role as a proactive partner in their lifelong wellness journey.

Your Mission



Example:

Elevated Health & Wellness is dedicated to transforming the health of our community by combining naturopathic expertise with supportive therapies. Guided by the tenets of naturopathic medicine, **we approach each patient as a whole person**, not just a set of symptoms.

This means **delivering treatments that consider the body's natural capacity for self-healing, helping clients understand their diagnoses**, and **equipping them with self-management strategies** that foster resilience and well-being beyond the clinic walls.

Our mission extends beyond treatment; it's about **nurturing client knowledge, empowering self-care**, and fostering a space of genuine respect, empathy, and holistic health.

Your Values



Examples:

Customer Focused

At Ellevated Health, clients' needs and comfort are at the centre of every decision. We aim to exceed expectations, providing personalised care and education that empowers clients to take charge of their health.

Quality

We adhere to high standards in our treatments, maintaining rigorous protocols that guarantee the best possible outcomes and enhance our clients' satisfaction and wellness.

Safety

The safety and well-being of clients and staff is our priority. Every treatment is administered with care, considering both physical health and mental comfort to provide a safe, supportive experience.

Free Live Webinar Nov 18
IBS & the Microbiome - Register for your spot + replay!



Chantel Yates
naturopath • herbalist

LOGIN  0

BOOK NOW

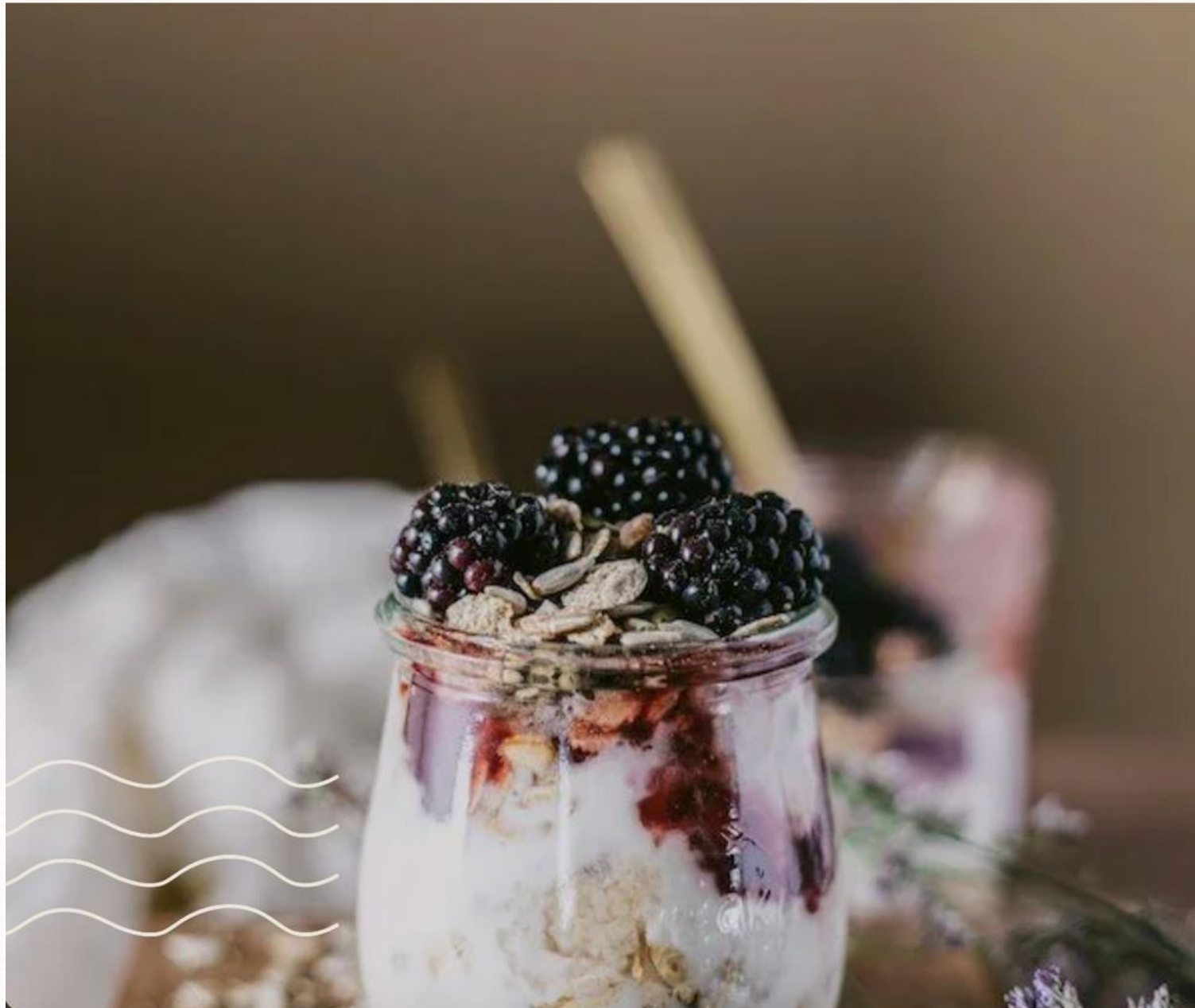


Whole-body healing, rooted in nature, backed by science.

This is a space for people who are tired of quick fixes, strict protocols, and confusing advice. Whether you're navigating chronic gut symptoms or supporting others in practice, you're welcome here.

Our work centres on microbiome restoration, nervous system regulation, and ethical herbal medicine. Offering you grounded, evidence-based care that's guided by relationship, not rules.

[BOOK AN APPOINTMENT](#)



TRAP 2: The "We-Centered" Service Page

- **The Mistake:** Your service copy focuses entirely on your processes: "We use functional lab testing," "I utilise my extensive training in herbalism." i.e. The Jargon & Feature List.
- **The Problem:** You are failing to bridge the gap between your Brand Differentiators (what you do) and your client's Emotional Impact Statement (what they feel). This kills the sale.
- **Result:** You fail to translate your brand values into content, making your services sound like a shopping list of features instead of a life-changing solution.

Root Cause: Weak Brand Positioning (Avatar & Benefits)

TRAP 2: The "We-Centered" Service Page

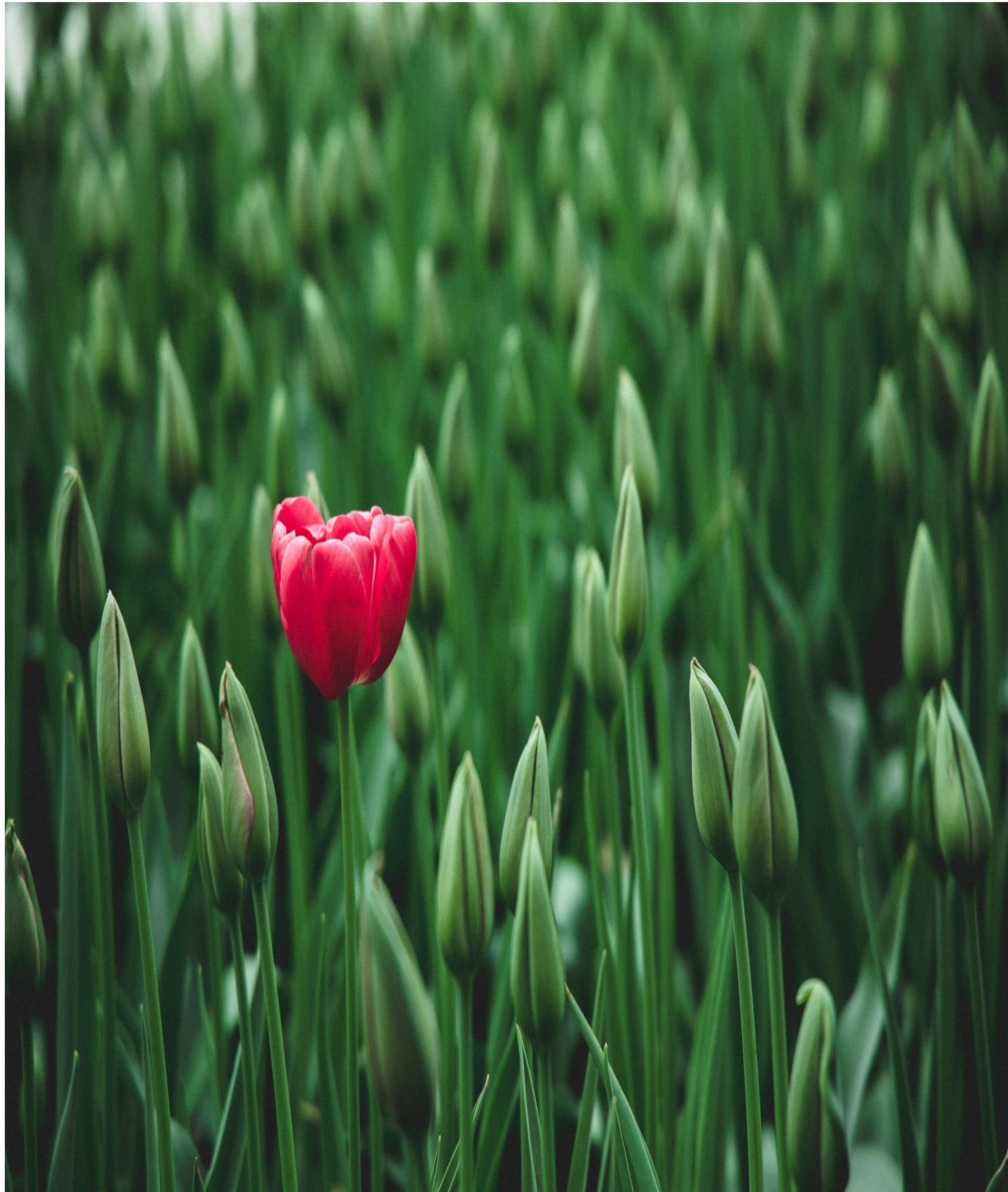
The Solution: Pivot to Client Impact & Benefits

- **Rule:** Use your Client Avatar to write copy that validates their specific pain points and a specific future they can envisage from working with you.
- **The Filter:** Your Positioning Statement ensures you focus only on benefits that prove your unique position.
- **Example of "we-centred" Copy:** "We run comprehensive stool testing and address underlying gut dysbiosis."
- **Outcome Copy (Emotional Impact):** "Using comprehensive stool testing to uncover the root cause we aim to ditch the relentless bloat and feel comfortable and confident in your favourite jeans again, so you can stop canceling social plans."
- **Action Step:** Audit your services. For every line that describes WHAT you do, add a sentence about HOW the client's life will tangibly improve.

Audience Persona

Ideal client avatar example

- **Demographics:** Female, 42, Byron Bay, NSW; married with two children, marketing executive with a flexible schedule, university-educated.
- **Psychographics:** Sarah is passionate about wellness, yoga, and sustainable living. She frequently engages in online health communities, follows wellness influencers, and reads about holistic health practices.
- **Backstory:** Sarah's work demands are high, and she's noticed chronic neck and shoulder pain, likely exacerbated by screen time and work stress. She's tried physiotherapy but finds it lacks the personal, hands-on approach she craves.
- **Problems:** Persistent tension headaches, neck and shoulder pain from work posture, occasional stress-induced fatigue.
- **Pain Points:** Previous treatments have been temporary, focusing on quick fixes rather than root causes; she feels her lifestyle is being ignored.
- **Decision-Making Process:** Sarah values word-of-mouth referrals and prefers clinics that offer a clear, holistic approach. She looks for natural therapies and will read testimonials, wanting evidence of effective, empathetic care.
- **Desires:** She wants to find a clinic that truly "sees" her and helps her address pain in the context of her lifestyle. She is also interested in gaining knowledge on self-management techniques for long-term wellness.
- **Purchase Journey:** Discovers Elevated health via a Google search and visits the website, reading about the clinic's integrative approach. She books an appointment online.
- **Post-Purchase Feelings:** After a few visits, Sarah feels Elevated Health has given her a deeper understanding of her pain's sources. She appreciates the practitioner's genuine interest in her lifestyle and recommends Elevated Health to friends.



Differentiator

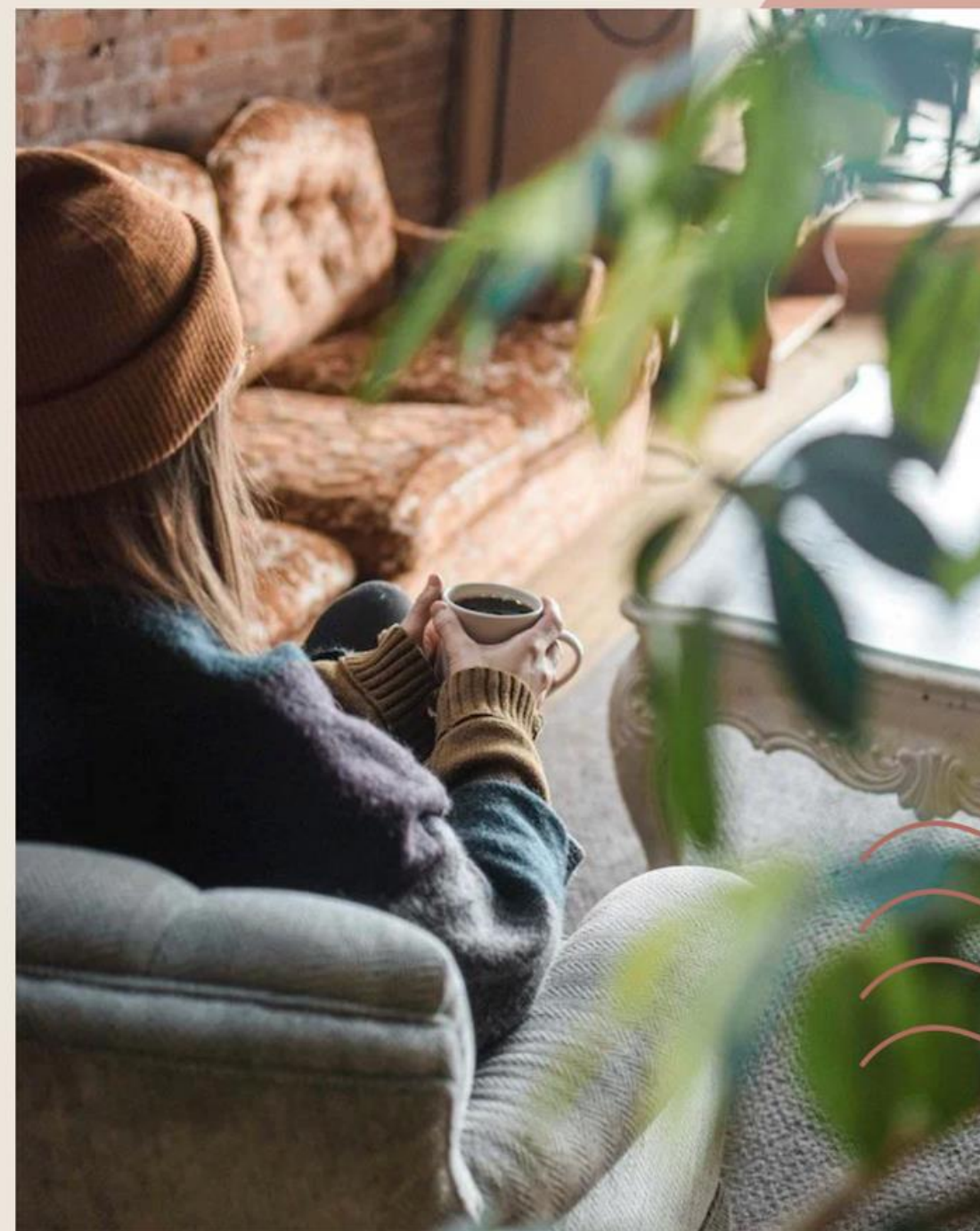
- **Personalised Holistic Care:** Our naturopathic treatments are tailored to each individual, incorporating a holistic **understanding of their lifestyle, body, and mind.**
- **Comprehensive Wellness Environment:** Beyond osteopathy, we offers **infrared sauna, red light therapy, and ice baths to enhance healing, energy, and resilience.**
- **Education and Empowerment:** We believe in empowering clients with knowledge to promote self-care, helping them understand and manage their health independently.
- **Traditional naturopathic Expertise:** Our approach is rooted in the classic tenets of osteopathy, ensuring each treatment respects the body's natural self-healing capacity.
- **Affordable Accessibility:** **We do not charge gap payments** for Chronic Disease Management Plan clients, making naturopathic care accessible for individuals facing financial constraints.

For many who land here, there's a sense of exhalation. They've finally found someone that will listen

- ② Maybe you've lived with food fear or years of symptoms no one's been able to fully explain.
- ② Maybe you're a clinician holding complex cases without a clear path forward.
- ② Maybe you're just looking for care that feels both smart and safe.

You don't have to figure it all out alone.

Our offerings are designed to meet you gently, wherever you are on your healing or professional journey.



What I offer

1:1 Naturopathic Consultations

For people dealing with gut health challenges like SIBO, histamine intolerance, IBD, IBS, microbiome dysbiosis, or chronic food restriction.

Consults are individually tailored, evidence-informed, and designed to help you feel confident and supported.

MORE ABOUT CONSULTS AND PRICING

Microbiome Discovery & Restore Program

A 12-week online group experience that blends microbiome testing with accessible education, recipes, resources and support.

Ideal for those looking to deepen their understanding and feel more empowered in their gut health journey - without going it alone.

EXPLORE THE PROGRAM

Practitioner Mentoring

The SIBO & Microbiome Mentorship Series is a small-group space for clinicians who want guidance in treating complex gut cases.

This isn't a textbook - it's collaborative, generous mentoring rooted in real cases, safe prescribing, and ethical care.

MORE ABOUT THE MENTORING SERIES

The Microbiome Retreat

Held in Freycinet, Tasmania, this 5-day retreat offers rest, nature, nourishment, and education. The next retreat is in 2026.

Spaces are limited - join the waitlist via the button below to be first to know when registration opens.

Slow down, rewild your inner ecosystem, and reconnect with food, self, and the land.

SIGN UP TO WAITLIST

TRAP 3: The Split Personality Voice

- **The Mistake:** Your website copy is inconsistent. The homepage is formal/clinical, the blog is casual, and the About page is overly familiar. The Broken Buyer's Journey.
- **The Problem:** Inconsistent tone breaks trust instantly. If your Brand Personality is unclear or shifts, the visitor hesitates, wondering if they'll be misunderstood or misjudged in a consultation.
- **Result:** You fail to convey your message properly. Without a defined Tone of Voice strategy, you waste time endlessly rewriting content because it doesn't feel true to who and what your brand is.

Root Cause: Weak Brand Expression (Tone & Personality)

TRAP 3: The Split Personality Voice

The Solution: Consistency is Confidence

- **Rule:** Define your Archetype (e.g., Sage, Caregiver) and three words for your Tone of Voice (e.g., Empathetic, Direct, Informed).
- **The Guide:** These three words must filter every piece of copy, from your welcome message to your email footer.
- **Action Step:** Create a "Words to Avoid" list (e.g., generic, vague, jargon) and use it to police your copy. This gives you the confidence to know exactly what to ask for when hiring help with your copy or when you are writing it yourself

Brand Archetypes: Your Brand's Soul

(How your brand shows up for your clients)

- **The Caregiver:** Nurturing, compassionate, protective. ("I'm here to heal and support you.")
- **The Sage:** Knowledgeable, wise, guiding. ("I will illuminate the path to understanding.")
- **The Magician:** Transformative, intuitive, inspiring. ("I can help you create true change.")
- **The Explorer:** Independent, adventurous, authentic. ("Let's discover your unique wellness journey.")
- **The Innocent:** Optimistic, pure, simple. ("Health can be easy and joyful again.")
- **The Ruler:** Confident, structured, leading. ("I will lead you to optimal health.")

Consider: Which archetype best embodies your clinic's true personality and promise to clients?

Tone of voice examples

- **Empathetic:** We speak with compassion and understanding, ensuring our clients feel truly heard and supported.
- **Knowledgeable:** We share insights with clarity and expertise, aiming to educate and empower our clients.
- **Reassuring:** Our tone is comforting and encouraging, instilling confidence in our clients' path to health.
- **Respectful:** We honour our clients' unique journeys and experiences, fostering a tone of mutual respect and trust.
- **Holistic:** Our communication reflects a whole-person approach, integrating the mind, body, and spirit in our language.
- **Patient:** We are calm and considerate, allowing time for our clients to ask questions and feel comfortable.
- **Encouraging:** We inspire self-care and proactive health practices, motivating clients to take ownership of their wellness.
- **Grounded:** Our language is practical and relatable, avoiding jargon and making health concepts easy to understand.
- **Supportive:** We are here to guide and stand by our clients through every step of their journey.
- **Professional:** We maintain a high standard of professionalism, reflecting our commitment to quality care.

What is it costing
you to not have
clarity right now?

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Questions

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