

You do you.

The veterinary event series dedicated to defining success on your own terms



A #SnoutSquad Production featuring:



“Always be a first rate version of yourself and not a second rate version of someone else.” –

- JUDY GARLAND

There's not one protocol for success

What do we learn in vet school? How to be a good veterinarian. For that disease, give this medication; cut here to remove that.

We graduate into a world of defined expectations and, unsurprisingly, find ourselves consumed with doubt when we don't perfectly fit the mold.

This experience isn't unique to veterinarians. Practice managers, veterinary technicians, and support staff all experience the same pressure to fit into a specific idea of success.

But what if we're going about it all wrong? Why make yourself miserable stuffing into a mold that doesn't fit when you can create your own that does?



The Veterinarian Turned Best-Selling Author

Meet Dr. Jessica Vogelsang

For most of my career, I idolized James Herriot. Why wouldn't I? He is the standard by which all other veterinarians are judged. The only problem is, I'm not like him at all. I had nothing in common with the rural vet from England other than our title and our love of writing.

Over time I came to realize that people loved him not because he had quaint stories or he was super smart or because he gave a lot of things away, but because they simply connected with him. James was a man who saw how much people loved their animals, and he knew how to make that shine through in his storytelling. We don't need to go back to the 1940's to reclaim our bonds with clients; we just need to do a better job of connecting to each other with an authentic voice.

I wrote my own book, All Dogs Go to Kevin. It sounds nothing like him but it's a million percent me. Through that experience I rekindled my own love for the veterinary profession and a few secret tips. I'd love to do the same for you!



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From practice manager to marketing mogul

Meet Danielle K. Lambert

Growing up in our family-owned veterinary hospital, I watched my dad practice medicine in a way that was uniquely him. From the Boston Red Sox paraphernalia in the waiting room to the elaborate anatomical drawings he'd create in the exam room, everything was very "Dr. Lambert."

Unsurprisingly, when I began to manage my family's clinic in 2011, I approached our marketing in a way that was uniquely me: Using social media. Finding that passion for marketing led me to found SnoutSchool.com, where over 9,000 veterinary professionals have either downloaded my e-books or taken my online courses.

Focusing on my strengths has brought me through a series of unconventional job opportunities. I managed social media for the Companion Animal Parasite Council (CAPC) and acted as marketing director for DrAndyRoark.com.

Having a career that is uniquely me has fulfilled me so much that I want to empower others in veterinary medicine to do the same.



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Events

The You Do You series covers a wide range of topics for both seasoned professionals and aspiring up-and-comers. No matter where your audience is in their careers, Danielle and Dr. V can custom produce an experience that elevates.

Both pros are experienced speakers on the national and international level. They are committed to creating one-of-a-kind, immersive CE events that are as fun as they are inspiring.



Topics with Dr. V

1. It's Not You, It's Medicine:

Have you ever felt that no matter how hard you try, you just don't have the same rapport with clients as your classmate or associate? Maybe you're an introvert who has been told to be more outspoken, or an extrovert accused of stealing the spotlight.

Your personality type absolutely influences where you perform well and where you might struggle. Learn it, embrace it, figure out where you'll smash it.

Duration: 60 minutes



2. It's Like Marriage Counseling For Careers

I hear it all this time: "This career choice was a terrible mistake and I really should go work at Starbucks instead." If you've said this, you're not alone. The good news is, it wasn't a mistake. Don't break up. You chose vet med for a reason, and we can find that again. The sooner you identify the core desires that led you here, the sooner you'll find meaningful fulfillment.

Duration: 60 minutes



Events

Topics with Danielle

1. Don't Be #Basic: How To Develop a Unique Veterinary Instagram Presence

Instagram is an opportunity to give people an inside look at your life or your practice. That's why sharing photos and stories that are uniquely YOU is so important. In this session, Danielle will talk about how to find the 6 things you should post about to avoid being #basic while you build your business or brand.

Duration: 60 minutes

2. Slow Your Scroll! How to Amp Up Engagement on Social Media

Spending time on social is useless if no one is engaging with you! There's a science to getting people to pay attention, like, comment, and share on social media.

Based on psychology and her practical experience, Danielle will explain the types of posts you should create in order to get your message out there.

Duration: 60 minutes





Events

2.

The Rock Star Incubator

In this 90 minute workshop, Jessica will lead you through the branding exercises in the renowned StoryBrand process. At the end of the workshop, participants will have a solid vision of their personal brand as well as an “elevator pitch” they can use in marketing themselves.

Duration: 90 minutes

Co-presented workshops

1. What's Your Secret Superpower?

In this 90 minute workshop, Danielle and Jessica will lead participants through a guided strength-finding process. At the end, participants will identify 2-3 areas of strengths and what unique marketable skill that brings to the profession.

Duration: 90 minutes

3.

Be Your Own Talent Agent

In this 90 minute workshop, Danielle will lead you through marketing yourself using social media. Practical tips on where to post, what to post, and when to post will be shared. Participants will receive tips on how to network online to grow their brand even further.

Then we'll dive deeper about how to strategically measure your success.

Duration: 90 minutes

