

#SnoutSquad

STARTER KIT



*The tools & inspiration you need to crush
your career path in veterinary medicine.*



“Success is about crazy hard work.” –

– Dr. Sue Ettinger

@DrSueCancerVet

So you wanna be in the #SnoutSquad?

Blazing toward success #likeaboss sounds super fun... until it gets a little lonely. That's why Danielle Lambert & Dr. Jessica Vogelsang started the #SnoutSquad.

We have "official" #SnoutSquad members, and you can meet them on SnoutSchool.com. But anyone in veterinary medicine can become a part of this crew. You just need to be positive, motivated, and driven to define your own version of success in our space.

Whether you're studying to earn your DVM, crushing through courses to become a CVPM, or venturing out into consulting - the #SnoutSquad can support you while SnoutSchool.com gives you the tools you need to succeed on your own terms.



Meet the official Snout Squad





Step 1: Follow The Code

We believe we are colleagues, not competition and that working together makes us stronger.

(#SnoutSquadStrong)

For this reason, Dr. Cyndie Courtney (TheJerkResearcher.com) put together a code of ethics for the #SnoutSquad to live by as work together toward success.

And - of course - there's corresponding hashtags for you to use on social.

1. We are here to grow and help others grow. So...

Be authentic (#YouDoYou)

When we get down, we always get back up (#AlwaysMovingForward)

Believe you have something to contribute and be generous. (#WeNeedYou)

Provide supportive, specific, constructive feedback. (#ConsiderThis)



The Code

2. We lift each other up, we don't tear each other down. So...

Be kind, including to yourself
(#KindnessWin)

No shaming or judging – assume the best of people and be genuinely curious about where people are coming from.
(#TellMeMore)

Have each others' backs (#WeGotYou)

(It goes without saying that any comments that are physically or psychologically threatening will not be tolerated)



3. We believe in promoting each other. So...

Brag about what you do best and what you love best (#BitchBoasts)

Ask for help and support with what you are passionate about (but please stop short of selling stuff) (#RallyingCry)

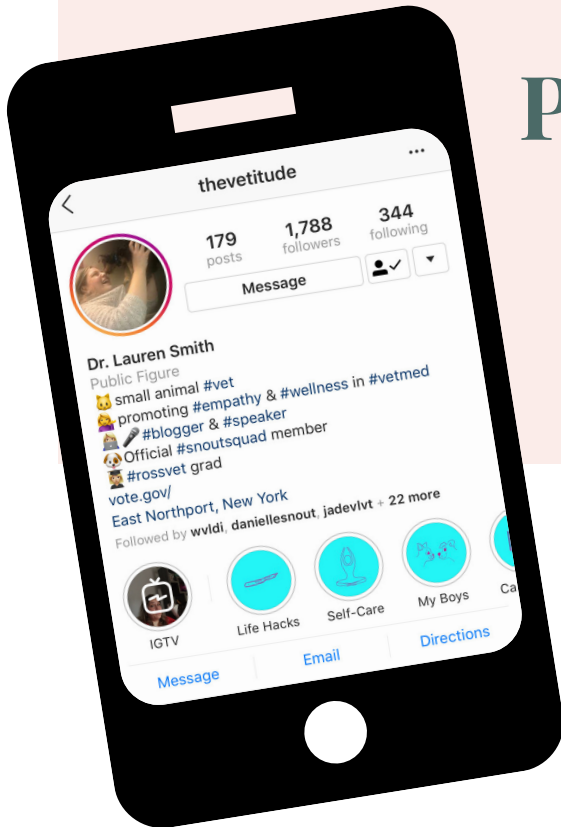
Give credit when others have inspired you and ask their permission before sharing or using their work. (#Props)



Step 2:

Share your allegiance!

Our message can only spread with your help. You've taken the time to discover more about the #SnoutSquad, but now it's time to share your support.



Put it in your profile

Declare your #SnoutSquad affiliation by adding our hashtag to your social media bios, like Dr. Lauren Smith (@TheVetitude). This can help you find other #SnoutSquad supporters across platforms

Snag something from the store

Hats, t-shirts, stickers - oh my! Support your local veterinary girl gang by getting gear from the shop at SnoutSchool.com.



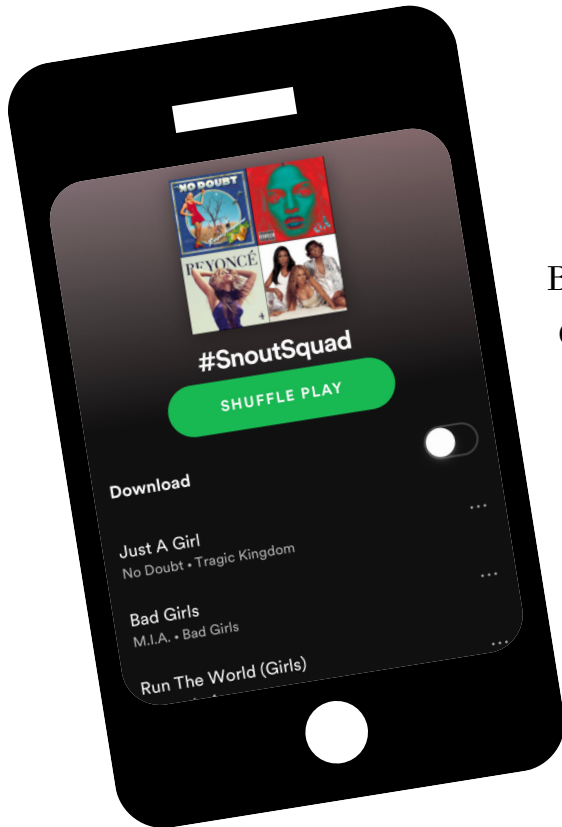
Shop Now!



Step 4:

Get to work!

We're all about defining your own version of success in the veterinary space. Here are some tools and resources to help you to get going on reaching your goals.



Get #SnoutSquad's Spotify Playlist

Because nothing will get you as motivated as a little Queen B in your ears! WARNING: Explicit versions, so maybe not the best for the surgical suite!

Listen now!

Build your confidence & value

Some of our favorite books for becoming your best self:

- 1) Feminist Fight Club by Jessica Bennet
- 2) Know Your Value by Mika Brzezinski
- 3) Dare to Lead by Brené Brown



Define your personal SMART goals

SMART goals are specific, measurable, attainable, relevant, and timely. For example, "I will grow my email list by 500 subscribers within the next 90 days." This goal fits all of the SMART criteria. So what is your SMART goal? Share it in the space below:

Define your personal brand for social media

Use Danielle's "Don't Be Basic" guide to help you define a personal brand that is anything but #basic. From defining your social 6 - the six topics you post about - to amping up your bio, this exercise will get you started on the path to Insta-greatness.



DON'T BE #BASIC

A SOCIAL MEDIA BRANDING EXERCISE FOR
VETERINARY BOSS BABES.



S O C I A L 6

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F O N T S , C O L O R S & F I L T E R S

Y O U R # F L A W L E S S F O L L O W E R

HOW DO YOU MAKE THEM FEEL?

WHY DO THEY LOOK AT YOUR POSTS?

WHO ELSE DO THEY FOLLOW?

3 WORDS TO DESCRIBE THEM:

B O S S B I O

WHO I AM, WHAT I OFFER, HOW IT
SERVES OTHERS, WHY IT'S IMPORTANT

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H A S H T A G S :

Step 5:

Get help & support



Join our group on Facebook

Ask questions, share wins, and find other like-minded ladies in veterinary medicine.

Join now!

Ask Danielle your questions live!

Building a brand isn't easy, but it's a big way for you to define your own success in veterinary medicine. From defining your business goals to tips on growing your audience and email list, Danielle can help you on a 1-on-1 Instagram live. *Restrictions apply, please read on our site before booking*

Book now!



Step 6:

Get to know the #SnoutSquad co-founders

Meet Danielle & Jessica

This dynamic duo notoriously met after Danielle was afraid to contact Dr. Vogelsang via email. Luckily, she womanned-up and reached out. Discover more about their background on the next few pages!



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.



Contact Danielle

Website: SnoutSchool.com

Email: Danielle@SnoutConsulting.com

Facebook.com/SnoutSchool

Instagram.com/DanielleSnout



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!



Contact Dr. Vogelsang

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Email: drv@pawcurious.com

[Facebook.com/pawcurious](https://www.facebook.com/pawcurious)

[Instagram.com/pawcurious](https://www.instagram.com/pawcurious)



Go change vet med. girl.

We'll be sending you emails with more resources,
but we think you're well on your way to building a
career you'll love. Welcome to the #SnoutSquad.

