

Building the Trailer of You

**Worksheet**

# My profile purpose

Switch career paths

Find a new position- actively looking Open to new positions- casually looking Attract clients (freelancer)

Attract clinics (relief/locum) Attract employees

# 3 Good Things Exercise

3 things I'm good at work (things I've received compliments on, or that I know I am excellent at)

1. First good thing:
2. Second good thing:
3. Third good thing:

3 things I love doing (hobbies, skills, in or outside of work)

1. First good thing:
2. Second good thing:
3. Third good thing:

# Your Superpower Descriptors

Review the skills, talents above, and turn them into 3 action verbs or superpowers.

e.g., I like reading scientific articles and making them into infographics --> knowledge translator

My top 3 descriptors:

* 1. Decriptor 1:
	2. Decriptor 2:
	3. Decriptor 3:

Building the Trailer of You- Copyright VSGD 2022

# Writing my value proposition

I help [group] achieve [goal] by [specific skills/activities].

"I help teams collaborate to evolve and find solutions to complex problems through facilitation, innovation, and change management."

"I help clients make the right choice for their pets at the end of their lives through clear communication, empathy, and relationship building."

"I take complex scientific concepts and translate them to meet the decision maker where they are. I use well developed skills in concise communications, writing, and educational tools to lead the way."

# Your turn

Writing my trailer

100-150 words

Short, first person for an online profile Memorable, interesting

Prompts the reader to connect with you

# Template, plug and play wording to trial

"I'm a [descriptor], veterinarian, [descriptor], and [hobby or descriptor]. I love helping [group I like to help] to achieve [goal]. I'm looking for a position in [sector], and can't wait to create new ways to serve [customer group] best.

I've always got 15 minutes to connect; please get in touch."

Looks like:

"I'm a feedlot production specialist, veterinarian, and data visualization nerd. I love to help food animal clients to achieve their production goals. I'm looking for a position in the field of data analytics, and can't wait to create new ways to serve feedlots best."

# Template, plug and play wording to trial

I [what you do], for [group you help] to [achieve a certain goal], by [specific action you do]. I'm a [descriptor], [descriptor], [descriptor], and [hobby/interest]. Backed by my technical experience as a [degree], I can connect the dots to make [hard topic you help with] effective. I'm looking for [position you're looking for]."

I'd love to connect; send me a message. Looks like:

"I create new ways for veterinarians to incorporate new

techniques and pharmaceuticals through clear and engaging writing and storytelling. I'm a skilled writer, storyteller, communicator, and beekeeper.

Backed by my technical experience as a veterinarian, I can connect the dots to make knowledge translation effective. I'm looking for work in the animal health and pharmaceutical industry where I can influence key opinion leaders and help them make great decisions."

Looks like:

"I create innovative ways for pet parents to understand complex medical topics through clear communication and relationship building. I'm a skilled storyteller and educator, and part-time skydiver. Backed by my technical expertise as a veterinarian, I connect the dots to make saying yes to optimal treatments easy for clients.

I'm looking for a practice where I can grow and mentor others, and continue to evolve how we communicate effectively with clients."

# Your turn