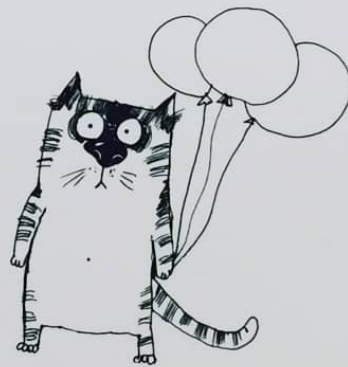


*Introducing*  
To an amazing vet...



To an amazing vet.

**YOUR  
LOGO**

"I JUST HAD TO SAY THAT I WOULD LOVE FOR EVERY VET, VET NURSE AND ACTUALLY THE HUMAN MEDICAL PROFESSION TO RECEIVE THE WORDS YOU HAVE WRITTEN IN THIS BOOK. WE ALL SPEND OUR DAYS HELPING OTHERS BUT NEVER SPEND THE TIME TO HELP OURSELVES OR TO ACKNOWLEDGE THE GREAT THINGS WE DO AND HOW AMAZING WE ARE."

CUSTOMER REVIEW, JANUARY 2021



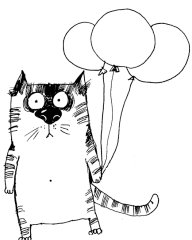
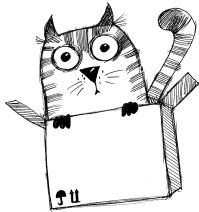
Dr. Katie Ford (@katiefordvet)

#### ABOUT THE BOOK

Katie graduated as a veterinary surgeon in 2012, and went on to gain a certificate in internal medicine shortly after. Despite all external achievements, she felt very much undeserving, and the more successful that she became, the more she felt sure she'd just hoodwinked everyone. She didn't know at that point that this could be termed imposter syndrome, She felt to be the only one who experienced this, and nobody was talking. Through her own journey of self-development and external help, she realised she definitely was not alone, and she wanted to open conversations. She trained as a coach, and studied cognitive behaviour therapy, and became fascinated by preventative mindset strategies and helping those in the profession to value themselves. She started to post content online, and grew a 15,000 strong social media following in the profession, with people regularly sharing her tips, messages and anecdotes. She has spoken on a wide variety of stages, including a keynote for the BVNA Congress 2020. Reminding vet staff of their value is a topic that she is hugely passionate about, especially in an industry with such mental health concerns.

So many people were sharing her content regularly, that she realised there was a gap in the market for a heartfelt keepsake and reminder to pass to a colleague or a client to a vet. Her social presence helped her to spread the word too. She created a short 34 page long gift book, full of reassurance of what a tremendous skillset vets and nurses have, and how valuable they are. She says "these are the words I wish someone gave to me at the start of my career."

Now vet, vet nurse, vet receptionist and vet student versions are available.



## COULD THIS BE FOR YOU?

*"I have received and read my copy of "To an amazing vet nurse" book and I needed to hear every word."*

*- Customer, Feb 2021*

*"I never ever get emotional at stuff like this... and yet I teared up reading it!"*

*- Customer, December 2021*

Over 1500 copies have been sold within the veterinary world this year so far, with time and time again, comments being received on how the profession needs to hear these words. This book has had a global impact across the UK, USA, Hong Kong, Singapore, New Zealand, Australia, Germany and Finland.



**Carol**

A lovely vet friend gifted me this book , and I cried . I think every practice should own the whole series for their staff room .

*"I'm an RVN and I bought one of each of your books, to give as gifts to a nurse and vet that I think are amazing, and reading through the books made me feel so emotionally proud of myself and these people. I suppose I just wanted to thank you properly for making this available. It's perfect and I can't wait to give them, I know they'll love them as much as I do (I know they frequently doubt themselves in work just like I do). So thank you for making me cry while wrapping gifts."*

"HEY, JUST WANTED TO SEND A WEE MESSAGE OF THANKS  
- YOUR BOOK ARRIVED TODAY FOR A VET FRIEND OF MINE  
AND IT'S JUST AMAZING, EXACTLY WHAT SHE NEEDS TO  
HEAR."





# CUSTOMISATION AND COLLABORATION

Katie Ford has creative license to customise the book to include branding of a partner or sponsor.

The words and overall feel of the book would not change, but be pitched as a graduation "gift" or "thank you".

The options for branding integration include:

- The cover
- Customisable pages with information. Any number of additional pages can be added
- The footer of each page
- The back page

Books are 6" x 9", gloss finish. Approx 90g.



## COVER OPTIONS



OPTION 1



OPTION 2



## FIRST PAGE CUSTOMISATION OPTIONS

The first page in the original book leaves space for a personal message, a "to" and "from".

This page can be used to add branding and a call to action as well, whilst incorporating a message of congratulations.

Extra pages can be added on request, and can be branded as required.



Custom text. Upto 150 words.  
Can use a variety of fonts:

- Simple things regular (to match the book)
- Montserrat
- Adhaya Libre Regular

All the best from:

**YOUR  
LOGO**

## INSIDE

Logos can be placed within the footer of each page.

A sneak peak inside.



We all need a reminder of how brilliant we actually are, now and again.

Your logo at the bottom too