

0:00:01.6 Katie Berlin: Hey Cheyanne, thank you so much for joining us.

0:00:06.5 Cheyanne Flerx: Thank you for having me, it's such an honor.

0:00:09.9 Katie Berlin: So Cheyanne Flerx, you are one of our speakers here and I was wondering if you could just introduce yourself, tell us a little bit about what you do.

0:00:17.8 Cheyanne Flerx: Yes, so I am a former veterinary assistant and a former veterinary marketer for my former hospital and now I am focusing all my time and energy on helping other people pursue that passion they have for social media marketing or really just help them step up and level up their game in social media in their own clinic.

0:00:36.1 Katie Berlin: I love that, and one of my favorite things about your story is that you were a vet assistant and you said you were basically in charge of your clinic's social media from the beginning, from day one, which is so often how it is. It's like, "Oh, here's a young motivated person, let's put them in charge of social media."

0:00:52.1 Cheyanne Flerx: Exactly.

0:00:52.5 Katie Berlin: And then you basically worked that into a career where now that's your entire job and you're helping other people do that and I think that's so great. You really had a vision that was different than what we're all taught we can do and that is super cool. I love hearing stories like that.

0:01:06.0 Cheyanne Flerx: Yeah, to me that's the beautiful thing about veterinary medicine. There are so many different options that we can pursue.

0:01:11.7 Katie Berlin: Totally. So I wanna ask you, what does it mean to you to create a better world in veterinary medicine?

0:01:18.6 Cheyanne Flerx: That's such a good question, and at first, I don't know how to answer that but to me, as far as the line of work that I do, it's really just empowering people to pursue their dreams within veterinary medicine and even if that's not conventional like how I did or even just being the best support team member or best practice owner, just helping them be the best that they can so that we can all make this a better place to work in.

0:01:42.5 Katie Berlin: That is fantastic. It's really an abundance mindset that we can all achieve if we help each other versus a competition which I feel like we're taught so much that we just a lot of times are kind of butting heads and side-eyeing each other in this profession and we can get so much further and do so much more if we cooperate with each other and help each other.

0:02:07.0 Cheyanne Flerx: Absolutely.

0:02:07.0 Katie Berlin: Yeah, and I think it's really important for people listening too to understand that as a vet assistant you had the confidence, whether you felt it or not, you had the confidence to go to your managers and say, "I want this to be what I do for you. I want to be your marketing manager," and that's not because being a vet assistant is just a vet assistant. Vet assistants are essential, but it's that you saw a way to maneuver your job into something that really worked for

you but that could also help them and then they were open to it.

0:02:42.2 Cheyanne Flerx: Yeah.

0:02:43.6 Katie Berlin: And that's a good lesson, I think, for a lot of people in this profession to learn is that, just because a job doesn't look like a job you thought existed doesn't mean that it can't exist.

0:02:53.9 Cheyanne Flerx: Absolutely. And I'd love to expand on that a little bit more for those who don't know my story, but when I applied for my job at my practice I had no experience. I did 4-H growing up but those who have done 4-H it's a little bit different. And so when I applied for the job, first day I got accepted they were like, "Can you help me with our Facebook page?" Basically looking at me like, I'm a millennial, you know how to use Facebook. [chuckle] Really at that time I didn't know how to use it personally so I was like, "Okay, why not? Well, go for it." But I had no formal training in marketing whatsoever. I self-taught myself on the job, I sought out other people and mentors in our space and I actually applied at that practice so I could get into vet school. [chuckle] And so looking back now I have a Bachelor's degree in Mathematics and Science but it's nothing at all related to what I'm doing now which I just find so wonderful just to see how far my journey has come.

0:03:52.6 Katie Berlin: Yeah, that is great. Same.

[chuckle]

0:03:55.4 Katie Berlin: Art History Major here.

[laughter]

0:03:58.4 Katie Berlin: That's coming in handy.

0:04:00.0 Cheyanne Flerx: Yeah, exactly.

0:04:02.8 Katie Berlin: But lessons that you learned in your education for sure have helped you get here and that... I have a friend who likes to say, 'cause she's trained as an accountant and now she's a personal trainer who owns a fitness studio, and she likes to say that no education is ever wasted.

0:04:17.7 Cheyanne Flerx: Absolutely.

0:04:20.5 Katie Berlin: I think that's a really important lesson is, just because you may not be doing what you set out to do, that's sometimes the journey and it's not a failure. In fact, I would consider that a big success that you shaped that path for yourself and didn't just do what you were expected to do.

0:04:32.5 Cheyanne Flerx: Exactly. You can leverage your past experiences to really help you become the person you want to become nowadays.

0:04:37.5 Katie Berlin: Fantastic. Well, Cheyanne, thank you so much for stopping by and I really think that you are doing incredible things to create a better world in vet med just by giving people

the confidence to learn more about social media and marketing themselves and also sometimes learning that they need to ask for help in those areas and it's okay to do so and you're available to help them.

0:05:01.6 Cheyanne Flerx: Yes, 100%. Thank you so much for this opportunity to speak with you.

0:05:04.9 Katie Berlin: Thanks so much. Enjoy the rest of the conference.

0:05:06.2 Cheyanne Flerx: Thank you, you too.