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Job ads are difficult to write. How do you make your practice sound awesome without “going overboard” or “coming on too strong” or “sounding desperate”? I decided to just be honest and fresh.

I’ve never written an internet dating ad, but I’d imagine this isn’t much different.

Maybe the right person will see this and think, “She sounds like an awesome boss, I need a (new) job, I dislike state income taxes, I like money.”

Here’s the nitty gritty:

1. **TEXAS!**- I feel like that is explanation enough, but I’ll go on. Love the Hill Country feel but without the prices? Clifton is your place! No state income taxes, close to DFW, B/CS, and Austin (if Austin is a selling point for you?).
2. We are a **mixed animal practice** – small and food animal. I don’t see horses because, honestly, I’m just not a fan. Give me a cow over a horse any day. We take **only large animal on-call and only until 10pm**. Look, if you really hate cows (seriously, how though?) we can still chat.
3. We would be a **good fit for new grads**. I’m a 2013 grad who loves to teach. If you’re a new grad, I don’t plan on just leaving you out there to fend for yourself. That being said, I will push you to grow into working confidently autonomously.
4. We would be a **great fit for someone who is interested in part-time (but caseload will absolutely support full-time as well)**. Want to work just a few days a week?--done. Want to work just mornings and pick up your kids from school every day?--done. Want to work all week and give me a break?--done.
5. As I said, I love to teach. This coming academic year we will be offering affordable, high-quality **externships to veterinary students**. Free student housing will be provided in a newly remodeled house on the clinic property. Do you also love to teach? Would you love to walk alongside students as they gain that much-needed “real-world” experience? This is your place.
6. We **value your family**. Sure, lots of practices claim to be family friendly. But as an employer, I take that claim very seriously. Family and family time is non-negotiable for me. So much so, that I homeschool my two children out of my practice. Are you

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interested in something similar? This could be your dream job. Are you not sure how you feel about this? That's fair, it's unconventional. Let me win you over.

7. I love this job and I love not being at this job all the time. I want you to have that, too. Our expectation is that full-time doctors will work **40-45 hours a week**. When you're not here, you're not here.
8. I'm cool. Like your other friends are going to be jealous you know me. (This is a total lie, but I feel good about it, so I'm leaving this part.)

Boring stuff that feels obligatory to a job ad:

1. We have all the bells and whistles that I think you would need to practice well: in-house labs, DR rads, ergonomic desk chairs, mobile hydraulic chute, haul-in facilities, fully equipped vet truck, excellent snacks, etc.
2. If you really want a piece of equipment and it will make me money, I'll buy it. It's that simple.
3. Ok, I just remembered we DO have some really bad 1970's paneling inside the building, but I'm working on that.
4. We offer all the normal benefits, and most of that is negotiable.
5. What else could you possibly need???????

Ok, interested? Do I sound like the kind of person that you might be inclined to let borrow your Lisa Frank Trapper Keeper? Send me a message, call me, text me, send a carrier pigeon, throw a rock with your CV tied to it into my parking lot. I'm available to chat!

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