

# J. Nichole Smith

Nichole is a serial Petpreneur, author, commercial photographer & brand strategist with a Masters in Marketing plus a decade of practical experience. She helps petpreneurs find freedom & fulfilment by building brands instead of just businesses.



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Nichole has been engaging with pet businesses for over 10 years. Her approach to keynotes, break-out sessions and workshops alike, is an emphasis on honesty, humor and action.

As an author, photographer, designer, marketing strategist and serial entrepreneur, Nichole's insights into the mixed-up worlds of creativity, self-employment and marketing are comprehensive and unparalleled in the pet industry. Her abilities to connect with her audience, consistently deliver 'ah-ha' moments and leave us empowered to take on the world, are a delight to behold.

Her results-driven presentations center around a dogged approach to marketing, stories from a fascinating decade as a female entrepreneur and generous helpings of road-tested strategies for finding freedom by achieving scary goals, taking big leaps, earning serious money and building a dream life.

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## Speaking Resume

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- Orlando, FL**      **2017 Global Pet Expo** | Guest Speaker    [www.globalpetexpo.org](http://www.globalpetexpo.org) > Returning 2018  
Pet Parent Revolution / Profit, Power & Popularity: How to Have it All
- Atlanta, GA**      **Victoria Stilwell Dog Training Academy** | Faculty    [www.vsdogtrainingacademy.com](http://www.vsdogtrainingacademy.com)  
Marketing for Dog Trainers
- Portland, OR**      **2016 & 2017 Women in the Pet Industry Conference** | Speaker    [www.womeninthepetindustry.com](http://www.womeninthepetindustry.com)  
Live in Love Like Dog
- Telford, UK**      **PATS** | Speaker    [www.patshow.co.uk](http://www.patshow.co.uk)  
Popularity, Profitability and Power for Petpreneurs: The secret formula to having it all.  
Two Routes to Revenue: Do you know what they are and how to leverage them?