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TEXT MESSAGE [UNDER 160 CHARACTERS]

“Do you have an anxious pet? Our clinic offers Fear-Free appointments! Check our website for details.🐾🦷"

“Is your pet afraid of the vet? Schedule a FREE clinic visit to help them make positive associations ❤️”

EMAIL TEMPLATE

Suggested subject line: Prepare for a Stress-Free Vet Visit - Here’s how

Dear [Name],

Going to the vet is part of being a pet owner - and for many pets, it's a really positive experience. However - it can be stressful for some pets!

The good news is that if you have an anxious pet, there are a few things you can do to help...

From your pet’s perspective, a visit to the vet can be overwhelming. The smell of other animals, the noise, and the visual stimulation can be stressful enough on their own! That’s why **reducing uncertainty** and **giving your pet control** of the situation are the best ways to keep them happy and safe.

Training: Start training your pet to be comfortable with vet visits well in advance. You can help them become accustomed to being touched, especially in sensitive areas like the mouth, paws, tail, and ears. Positive reinforcement and rewards for good behavior go a long way.

Carrier: If you have a cat or a small dog, acclimate them to the carrier by associating it with positive experiences. Encourage them to spend time inside the carrier by setting their bed inside it, or by adding toys and treats!

Car rides: Get your pet habituated to riding in the car. Consider taking frequent short rides with them, such as going to the dog park, and reward them for being well-behaved on the way.

Practice visits: The best way to help your pet overcome their fear is to show them there is nothing to be afraid of! Visit the vet on a day when you don't have a medical procedure scheduled - our team will shower your pet with treats and attention, helping them make positive associations.

You can book your free training visit here. [link]

On the day of your veterinary appointment, here's what you can do to make the process as smooth as possible...

Preparation: Stay calm and speak softly to help your pet relax. Prepare the carrier with their bed and familiar blankets, and encourage them to go inside on their own. Once they're in, cover the carrier with a cloth to reduce visual stimulation. Bring their favorite toys, treats, and a used blanket to provide comfort during the visit. Always ensure everything you bring is washable.

Final touches: Ensure your pet has toileted just before the appointment, and avoid feeding them too close to the arrival time. This will help reduce accidents. If we asked you to bring a stool or urine sample, don't forget to collect it!

At the Vet: Arrive early, and follow the instructions provided by our veterinary team. Keep your pet leashed or in their carrier at all times to ensure their safety. Avoid letting them interact with other pets, as they might be sick.

If you or your pet find the waiting room overwhelming, ask reception if you can wait outside or in your car. If you do this, ensure you keep an eye on your phone for when they call you back in.

Rewarding Your Pet: Reward your pet with treats for good behavior, even if they weren't perfect. This positive reinforcement helps them associate the vet with positive experiences.

Once you get home, always remember to wash the bedding, toys, and carrier used at the vet to prevent the spread of disease.

If you have multiple pets, you can rub a pet blanket you left at home over the fur of the pet returning from the vet. This can reduce unwanted smells, making the arrival home much smoother.

In an emergency, call us immediately at [PRACTICE NUMBER]. No need to prepare!

We hope these tips and guidelines will help you and your pet have a stress-free vet visit. Remember, your pet's well-being and comfort are our top priorities. If you have any questions or concerns, please don't hesitate to reach out to us.

Thank you for entrusting us with your pet's care.

From your friends at [Vet clinic name]

Book your free practice visit
Call in an emergency: +44 1234 123 123

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