

100 pushups

<https://vimeo.com/897437247>

COPY

Email Copy for RONI's Hotel

Subject: Discover Peace of Mind for Your Pooch at RONI's Hotel!

Dear [Recipient's Name],

We understand that your dog is not just a pet, but a cherished member of your family. When life calls you away, be it a business trip or a much-needed vacation, the question of your furry friend's care can be a source of anxiety. That's where RONI's Hotel steps in – your dog's home - **Away from home!**

At RONI's, we don't just watch over your pet, we provide a haven of care and nurturing. Our comprehensive services, from meticulous grooming to joy-filled walks, ensure your dog is not just looked after, but is also pampered and loved.

Now why would you choose us?

- **Personalized Care:** Every dog is unique, and our services are tailored to meet the specific needs of your furry friend.
- **Professional Grooming:** From nail clipping to coat grooming, our expert team ensures your dog looks and feels their best.
- **Daily Walks & Activities:** We believe in keeping our guests active and happy, with plenty of playtime and exploration.
- **Peace of Mind:** With round-the-clock supervision and a passionate team, you can relax knowing your dog is in safe, loving hands.
- **Affordability:** All of our services for your furry friend will cost you less than taking your girlfriend to the hair dresser

Don't let the worry of leaving your dog behind dampen your plans. Let us provide the care, love, and fun your dog deserves while you're away.

[Book your dog's stay today and experience the RONI's difference!](#)

Warm regards,

Max

RONI's Hotel Team

Website Copy for RONI's Hotel

Welcome to RONI's Hotel - Where Every Dog is a VIP!

At RONI's Hotel, we believe in providing more than just dog care, we offer a luxurious retreat for your furry family members. Our passion for dogs drives us to deliver an experience that feels like a true home away from home.

Our Services: Tailored for Tails

- Grooming Excellence: Our grooming services, from soothing baths to expert nail clipping, ensure your dog not only looks great but feels great.
- Daily Adventures: We offer daily walks and play sessions, tailored to your dog's energy levels and preferences.
- Nurturing Stay: Whether it's for a day or a week, your dog will enjoy comfortable accommodations and constant care.

Why RONI's?

- Expert Caregivers: Our team comprises dog lovers who are trained and experienced in canine care.
- Safety First: Your dog's safety is our top priority, with 24/7 supervision and a secure environment.
- Customized Attention: We understand every dog is unique, and our services are customized to meet their individual needs.

TESTEMONIALS

| Testimonial 1 | Testimonial 2 | Testimonial 3 |

| Their story how we saved their day when they had a business trip |

| We provided great care the dog came back looking better than ever |

| We were sceptical at first but at last our needs were satisfied and we would recommend them as we still use their amazing service every vacation work trip or other trips we can't take our furry friend with |

Join the RONI's Family

Choose RONI's Hotel for a stress-free solution to your dog care needs. Whether you're on a vacation, a business trip, or simply need a day of respite, we're here to ensure your dog receives the love, care, and fun they deserve.

| Plan A | Plan B | Plan C |

Book a Stay for Your Furry Friend Today!

4 QUESTIONS

1. Who am i talking to?

Dog owners who are busy and cant take proper care of their dogs/ are going on a vacation and can not take their dogs with them

2. Where are they now?

3 groups

Group 1. They are regular customers and dont know about all of the services we offer.

Group 2. They know about the solution but dont know who of the competitors to pick from and why.

Group 3. They dont know the solution (they didnt plan on where to leave their dogs for their leave.)

3. What actions do I want them to take at the end of my copy?

I want them to book a stay for their dog. I want them to choose us over the competitors and i want them to buy more then just one service while they have the dog stay

Website:

- I want them to book a call with us to arrange the date for the pets stay.

- Meaning I want them to go form the home page scroll down a bit see all of the testimonials and good reviews and than feel like we are the solution to their problem, click on the book a time with us and sell them on the arranged call to insure that we are the right pick

Email:

- I want them to visit our website and or learn about our work and our services to build rapport

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

The feeling of their dog being valued and taken care at out absolute maximum ability to the point where they have nothing to worry about while it stays with us.

The guarantee that the dog will have fun enjoy the stay and will return looking better then ever.

That we are the best option for the price and service we provide and that they must choose us if they dont want their dogs to miss out on the most amazing treatment of their lifes

ROADBLOCKS SOLUTIONS

WHAT ARE THEIR ROADBLOCKS?

- Not being able to properly take care of their pet because of time
- Not being able to travel for holidays/ X event because of their pet

SOLUTION

- The best solution is dog daycare aka our company

WHY?

- Giving your dog to family members is not that great of an idea because they dont know what the dog needs even if they have one themselves so thats option number 1 gone
- Dog daycare is the best option for varios reasons dog gets the best care. The employes have way more experience with taking care of dogs and will assure that they are taken care of properly
- Its the best most affordable option out there

OUR PRODUCT/SERVICE

- We are the cheapest on the market for most commonly needed services such as dog care, hair trimming and so on
- We offer various packages people can purchase to have the most satisfying experience for their pets
- We are the oldest company on the local market (proof of experience and testimonials)

PERSONAL COPY REVIEW

Commented on the copy itself

TRW MEMBER FEEDBACK AND REVIEW