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INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will teach pet owners how to prepare their pet for a stress-free vet visit, and let them know about your fear-free appointments - or other offer of your choosing!

Tips:

- ★ Keep it short and simple! Grab attention early and focus on the most important information.
- ★ Be enthusiastic with your tone and use engaging visuals to make the video interesting.
- ★ Don't forget to smile and be friendly!

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1ST SHOT: Hooking the viewer!

Footage: A clip of a pet looking anxious at the vet

First caption: "Is your pet afraid of the vet?"

Highlight the captions and use the text-to-voice feature, or simply record yourself saying them when filming this clip.

Talking points:

- From a pet's perspective, they don't understand why they need the doctor - and vet clinics can be overwhelming.
- Here's what you can do to help them relax.

2ND SHOT: Explaining the importance of training

Footage: Show a pet walking towards a treat at the clinic.

Talking points:

- Explain that reducing uncertainty for the pet is the best way to keep them calm.
- This is accomplished by training them, starting at home.
- It's easier to train younger pets, but it's never too late to start.

Footage: Show a pet having their paws and ears examined.	Talking points: → Pets don't like having their sensitive areas touched. → It is necessary for the vet to be able to examine these areas. → Pet owners can train their pet at home by slowly increasing the amount of time they are touching these areas for. → They can also include this in tricks, such as teaching their pet to "shake hands".
Footage: A pet leaving their carrier	Talking points: → Pets can start getting anxious before their appointment. → Getting them used to the carrier, and to car rides, can reduce this stress. → Explain that pet owners can accomplish this by leaving the carrier somewhere accessible to the pet, and by taking the pet on short car rides frequently.
3RD SHOT: Show the effects of good training.	
Footage: Show a vet fussing over a happy pet.	
Caption: "Have an anxious pet? We can help."	
Talking points: → Inform your clients that you provide fear-free appointments. → Teach them that fear-free appointments are often the best option for anxious pets. → Provide the booking link!	

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