

Tips on Writing Your Pet's Profile

No one knows your pet better than you do. You are the best person to select the perfect, future home that you desire for them. So, take the time to make them shine.

Here are some suggestions to help get you started:

- **Keep it simple!**
This is an introduction to your pet. A profile should not include every detail, but just enough information to stir some interest. When potential adopters contact you, you will then have the opportunity to answer their questions in-depth.
- **Lead with the positive!**
Why do you love your animal and why would someone else? What are your pet's greatest strengths, skills, and personality traits? Be specific.
- **Give people a reason to fall in love!**
What is it about your pet that is cute and irresistible?
- **Be real!**
Are there areas your pet excels at and others that need work? What is the best home for your pet?
- **Be honest!**
We encourage pet parents to be honest with their pet's challenges such as behavior, medical, special needs, etc. Try to present this information in a positive way. The details can be explained further in a one-on-one conversation with those who are truly interested.
- **Get the perfect picture!**
Outdoor pictures are great, not only will the light be better, but animals are usually happy when they are outside. Sticking indoors? A simple backdrop can be arranged by just removing clutter and unnecessary objects. Try to submit at least 2 quality pictures, including a clear shot of the pet's face and eyes. The eyes will speak volumes to the hearts of potential adopters.
- **Do proofread!**
It may be helpful to get another person's eyes on your profile.