

HSO

This piece of copy is a short-form copy, following the HSO format (Hook, Story, Solution). I am targeting one specific pain point that the Avatar is experiencing - the pain of having an uncontrolled high-energy dog stopping travel freedom. The HSO framework focuses on gaining the readers attention and getting them invested in the story.

Calming products for Dogs

SL: A roller coaster of mornings...

How could I go from overwhelming joy from overcoming my fears of social anxiety, to sick to the stomach in seconds?

It was A bright and glorious summer day, on my usual morning routine dog walk.

Well, it's more of a human walk as my dog jasper usually takes the lead.

Anyway, there had recently been a beautiful woman moving into the same apartment as me and I'd noticed her on the same route a few times.

I could only pluck up the courage to give her a friendly British smile as she walked past most of the time, but today I was going to make a change.

Although I'm not typically comfortable initiating conversations with girls, I felt that it was important for me to step out of my comfort zone and work on building my confidence.

So, apart from the usual hackle from Jasper, rolling around in dry dirt, eating anything in his way (including poo) and coming back looking like he'd just done an ironman tournament. Everything was normal.

I noticed the girl in the distance and instinctively positioned myself in front of Jasper to shield him, just in case she got the wrong idea about his cleanliness.

Meter by meter my heart pounded harder and harder until I blurted out some type of funny icebreaker (so i thought) along the lines of "and I thought getting a dog would be a good idea" original, I know.

Anyway after a brief pause conversation started flowing pretty well, getting to know a bit about each other and things were looking bright.

For the kid who is quite reserved I was doing pretty well. Until my whole world was flipped upside down.

I'd wrapped my lead onto what I thought was a stable branch to tie my lace, at that exact moment Jasper was amazingly provoked by a butterfly that had proceeded to fly over the lake nearby.

Being a new pup, Jasper had not learnt to swim yet, so I think you know where this is going.

Darting off, breaking the branch, jumping in the lake. My heart sank, there was only one option available.

So stripping off in baywatch style (obviously more attractive) I leaped into the lake to save him.

Thankfully it wasn't a deep or flowing river so the rescue wasn't difficult. But the total embarrassment of walking back towards my clothes scattered on the floor, and seeing the girl face frozen, shocked by what she had just witnessed, was not the morning I had intended to have.

The worst part was. Apart from a little giggle and smile. The following comment she said was "At Least he's clean now."

From this day, I was scared and have been looking for products to help control Jaspers over excitement, and ultimately look for alternatives to very expensive trainers.

Upon hours of research, I believe I have found the formula to unlock travel freedom, improve behavior and save yourself from the total embarrassment I went through.

[Click here for the completely natural, easy applicable calming oil for your furry friend.](#)