

# Marketing Mutts 101: Doggy Dating Profiles



**Writing workshop: Designing profiles to attract the attention of adopters**



*...because it's never too late for a new beginning!*

## Four stages of doggy dating:

1. Attraction – First focus is on similar lifestyle and personality traits between the dog and adopter, as well as the adopter’s initial attraction to the dog’s physical appearance.
2. Bonding – Encourage adopters to meet the dog meet and spend time together, enjoying the opportunity to create a personal connection and adoration.
3. Sharing – Provide adopters with more comprehensive information about the dog, including care needs, medical status, and behavioral quirks or challenges. Adoption matchmakers learn and discuss more about the adopter’s ability and plans to provide long-lasting care for the dog. Adopters are provided with support and guidance to help set everyone up for success.
4. Adoption commitment – Yay! The adopter has chosen to adopt the dog, and is excited to build a lasting and caring relationship together.

## Purpose of the dog profiles:

- To develop maximum interest in our dogs, we must focus on the dog, their personality, and how they will bring joy and happiness to their new family – make them sound appealing.
  - Write from the perspective of being the dog’s biggest fan, and joyfully reflect the love, appreciation, and understanding you have for the dog, as your energy will be contagious.
- Share what is unique, special, and attractive about each dog to inspire potential adopters to ask to meet them specifically.
  - Express what is both remarkable about the dog *and* what would be attractive to fitting adopters.
  - The online profiles we write will help people decide whether to contact us about a dog or not. To create an attractive doggy profile, write an attention-getting bio.
  - Keep the profile positive to attract potential adopters.
    - While we want to be honest about the dogs, the marketing profile is not where we should list all of their terrible habits. And when we do think it is important to mention something negative, choose your words carefully.

## Tips:

- Picture the ideal type of adopter for the dog and tailor our profiles to appeal to their personal interests.
  - An active dog would be the perfect match for an outdoorsy family. A couch potato would be the perfect match for those who prefer their creature comforts. A calm and confident dog would be just the thing parents would be looking for a family with young children.
  - Think about:
    - Based on the dog's activity level, imagine specific types of regular activities the dog and adopter do together.
    - Based on the dog's affectionate behaviors, imagine how the adopter's life or home may be brightened?
    - Based on the dog's confidence level, imagine
  
- Give a snapshot of who the dog is, how the dog would like to live his/her life, and the adopter they are seeking.
  - The profile should start out by describing the dogs' most prominent and **positive character traits**.
    - If you are at a loss, ask coworkers for help about how to describe the dog. How would you describe the dog to someone interested in meeting them for adoption?
    - Always be positive and avoid negative tones.
  - Include what the dog is passionate about. The right people are going to be attracted to those interests. Paint a picture that helps adopters imagine how the dog will fit into their life.
    - Be creative specific to give a full and relatable flavor of who the dog is and how he/she may be a good fit in the adopter's home. Don't be too vague or use too many clichéd phrases.
    - Little details can bring it all to life.
  - Share what type of family the dog would like to live with
    - Focus wording in a positive and way, rather than what type of family the dog does not want to live with. It is more effective to focus on attracting the right people than repelling the wrong ones.
  
- **The opening lines** are pivotal to the success of the bio. Just like in many writing formats, how you open your paragraphs will either hook your reader in and entice them to read further or will dull them away. Craft the first sentence carefully.

## Do's & Don'ts

DO	DON'T
Use the word 'guardian' in profiles and intake memos	Don't use the word 'owner' in profiles and intake notes
Share what special qualities we "know" about the dogs in their profiles (let your creative juices flow so the dog sounds special, stands out, and worth consideration)	Don't say 'she was found as a stray and we don't know much about her yet' in profiles (because that isn't enticing or value-adding for prospective adopters). That information is appropriate for the dog's intake memo.
Say 'Fifi is estimated to be XX years young and weighs XX pounds.'	Don't say 'Fifi is XX years old and weighs xx pounds.'
'I'm a big goofy bundle of enthusiasm, so I need to join a family with adults or older children.'	Don't write 'No kids under twelve' (This makes a dog sound like it eats kids for breakfast. Even people who don't have kids of their own won't want to take on a dog that might hurt a small child.)
'I'm only small so I find small children a bit intimidating – older families only please.'	Don't say 'Not suitable for small children'
'Daisy is a quiet, thoughtful girl who, once she gets to know you, will smooch and happily show you her tricks. She is looking for a caring and compassionate home that will help build her confidence and understand she is a bit shy when meeting new people.'	Don't say 'Not suitable for small children'

## Useful Descriptors:

- Wounded spirit, will blossom with some TLC
- Couch potato
- Agile
- Cuddle bunny
- A foodie, watch out
- A chunk of love
- Chunky monkey
- Lap warmer
- Loves to play fetch
- Loves his stuffed toys
- Great for hiking
- Wonderful family dog
- Looks like a super model
- Eager to please
- Easy keeper
- Social butterfly

- Will thrive in a calm environment
- Delicate/shy/skittish will be best in a home with older children and adults
- Would like to be queen of her castle
- Bossy with other dogs
- Needs a special person that will understand his/her needs
- A very special person is needed to help this dog love again
- Young for his age
- Easy on leash
- Quiet
- Delicate
- Active and fun loving
- Up for adventure
- Loves other dogs
- Loves tummy rubs
- Gives gentle kisses
- Nice soft mouth
- Soulful eyes
- An old soul
- Vision impaired
- Hearing impaired
- Will make you smile
- Will make you laugh
- Will give you unconditional love
- Will be your bed warmer
- So excited when the leash comes out
- Considers everyone a friend
- Picky with his dog friends
- Loves car rides
- Good with cats
- A great listener

## **Examples of well written dog profiles:**

### PEEP

Oh Peep, how I love you!

Peep is a little bundle of pure perfection and affection. She is teeny-tiny and beaming with tender adoration. This little lady is outwardly affectionate and will lure you over for loving, while also being modestly reserved. She literally soaks up love like a little sponge and will snuggle on your lap as long as you are game. Peep has a soft personality and a gentle demeanor so we believe she will be happiest in a quiet, mature home environment. When you meet her, we guarantee your heart will flutter and you will want to do nothing more in life than dote on her and bask in her sweet devotion. She's looking for her best friend; could that be you?

## KLAY

Klay is everyone's best friend at Muttville! He is such a friendly and affectionate little guy. He loves nothing more than curling up with another mutt in a ray of afternoon sunshine. We love watching him snuggle up with a new dog every day...it's so adorable!

Klay's favorite snack is peanut butter and his favorite Spotify station is 80s smash hits—he just can't get enough Duran Duran! His favorite pet spot is right under his chin...if you hit just the right spot his back leg will start thump-thumping with glee!

Klay plays at being aloof...but don't let him fool you! After a few peanut butter snacks and chin pets, his eyes will light up whenever you walk into the room.

## HAMBURGLER

Hamburgler is SO cute! We just love this little guy and know you will, too!

Hamburgler (or Hammie) is the perfect senior dog! He loves sitting in people's laps, going for walks, and being a social butterfly. He is even great with dogs of all sizes! Hammie is an outgoing boy and would make a wonderful addition to any kind of home. Kids? No problem! Cats? Sure! Hammie will thrive in his new home and will make for a perfect companion!

## NOAH

Are you looking for the biggest cuddle-bug in San Francisco? What about a handsome pup that is easy-going and ridiculously friendly? If you answered "yes", then you have to meet NOAH!

All of us at Muttville have completely fell in love with sweet little Noah! This go-with-the-flow guy is the best! Everything he does is adorable, and he just oozes charm. Noah has impeccable manners and is such a well behaved boy. He carefully, but confidently explores his surroundings. It doesn't matter that he is sight impaired, as it doesn't stop him. He is gentle, yet resilient, and has such a "can-do" attitude.

Noah is the most mellow, and laid-back pup at Muttville. He adores a soft, warm bed, so staff will situate him on one of their desks where he will nap for hours. And when you pick him up for a cuddle, and he melts right into your arms. He is always up for a good snuggle as he loves being held, and doesn't mind having his belly rubbed either. In return he will sometimes give you a sweet little kiss, as a thank you.

Noah seems to consider everyone a friend. He loves finding legs and gently rubbing up against them. We believe it is his way of saying, "I found you friend, and I love you!" He is such a charmer! Our hearts completely melt when we see him slowly waddle his way over to say hello. Noah will be a wonderful companion who will wiggle his way into your heart, just like he has wiggled his way into ours!

## ROMEO

We don't call this gorgeous boy Romeo for nothin'! He steals the hearts of every person he meets with his handsome looks and perfect personality. Romeo is a tiny fella with a big personality. He practically struts when he's on a walk and is always game for snuggling sessions with his favorite people. Romeo likes to spend his days either on your lap or at your feet, listening to your day. How could you not want to have Romeo be a part of your life?

## FANNY

Sweet, soft Fanny has a kind soul. She looks forward to being adopted by a gentle guardian who also enjoys walks and snuggle time. Fanny is truly a love-bug. She really soaks up affections and will lean in close to get even more.

She is easy on leash and has great house manners too. She loves lying quietly near you, no matter what you might be doing. Fanny is a great partner for neighborhood walks and on the trails. She's a top-notch co-pilot as well and thoroughly enjoys car rides. She does well with cats, too!

She came to Muttville from a shelter in LA. Because Fanny is so special she quickly became a favorite among volunteers and staff, and a group of people worked together to sponsor her trip to Muttville.

She's a lovable girl and we hope to find her a special home where she will be cherished always.

This lovely lady is around 10 years old and weighs 80 lbs. And once you meet Fanny, you will quickly find that her heart and soul are 10 times bigger than her weight.

## LULU

Lulu is a quite the little charmer! This doll that has a funny little walk and will warm your heart with her infectious smile and sunny disposition. She gets along great with other dogs and all people, a very affectionate girl that is looking for a family or person to share life with. Lulu just wants somebody to love!

## DANNY

Danny is a loving and gentle boy. He came to Muttville after his devoted guardian passed away. It is clear that he is used to being in an adoring and stable home, as he looks so confused about why he is homeless. When Danny looks up at you, it's like looking straight into his sweet soul. It is clear he is searching for that special someone to love. He's such a good boy. Danny is a quiet, mellow, and sensitive boy, happiest hanging out next to you and taking neighborhood strolls. He gets along well with other dogs, and adores some pets and scratches from his people. He will put his little paws on your legs to let you know he's looking for love. Danny is truly gentle in nature and an introvert at heart. He really responds well to people who go slow with him and get down on his level. He will be a perfect best friend in a quiet home. He's a lover and we can't wait for him to be scooped up by someone also gentle and introverted who wants to spoil him rotten and be equally treasured in return.

## MICHAEL

Michael is so special and perfect! He is cute inside and out, with such a gentle and affectionate demeanor. He has love pulsing through his veins. He is a real favorite of many of us here at Muttville, melting our hearts with his innocent stare and puppy-like happiness. Michael is a real easy-keeper. He is mellow and hasn't demonstrated any anxieties while at Muttville or when in his foster home. Michael enjoys sitting next to his foster parent in the chair and likes sleeping in bed with her. He is completely comfortable with other dogs, big and small. Michael has a soft personality, and will be a perfect companion in a mellow and loving home where he can continue to blossom. And he loves snacks!

## PUMPKIN SPICE

Pumpkin Spice is an adorable, sweet pup who can't wait to meet you!

This darling girl was one of hundreds of dogs displaced by the Sonoma Fire. Sadly, nobody ever claimed her so she was transferred to Muttville in hopes of finding her forever home. Despite all the recent changes in her life, Pumpkin is a happy and spunky girl. She is eager to trust new people and wags her tail whenever someone new says hello. She loves squeaky toys, going for walks, and relaxing in a cozy bed. She has the perfect energy level and also doesn't seem to mind being alone. All she needs now is a loving home to call her own!

## LOUIE

Louie is one cute and happy Poodle mix! You can just see from his great big smile what a sweet and joyful dog he is. He's a really an easy-going dog and would be perfect for first-time dog people or a family with kids that wants a dog that goes with the flow. Louie is fun, playful, outgoing, super friendly with everyone and has a tail that never stops wagging. He wants nothing more than to be pet and loved. There's nothing complicated about Louie, he's just a joy to be around and his happiness is contagious!

## ATLAS

Looking for an active, fun senior dog who would love to join you on your outdoor adventures!?

Then look no further because Atlas is your guy!! This handsome Shepherd mix is spunky and full of fun energy. He loves going for walks and exploring, plus he's great with dogs of all sizes and super sweet. Atlas loves to give hugs...he puts his paws on you, leans his head in, and politely asks for kisses until you give in. Atlas is a loyal and loving dog. He'd love an active family! Could you be the one he's seeking!?

## TIGRE

Tigre is one easy-going dog and such a lover! He loves everyone and everything. He's definitely a staff favorite and we refer to him as a big 'teddy bear'. Tigre is extremely gentle, we have seen him be wonderful with kids and dogs of all sizes and personalities. He is very affectionate, but not overly needy. He'll be happy to just lay at your feet. Tigre is playful and knows how to have fun, but he's just as happy being a couch potato. He's great on leash. Come meet Tigre, and see what an awesome dog he is.

## BAMBI

Oh sweet girl! Bambi is a delicate flower and likes to take things on the slower side. She's understandably a bit shy right now, but with some patience and a little extra TLC you'll see Bambi come out of her shell and into your lap! She would love nothing more than to spend her time in a quiet, stable home where she can receive all the love she so deserves. She's the perfect BFF for someone with a gentle demeanor who understands dogs. Once Bambi feels safe and comfortable, her fun and snuggly side blossom and she's the happiest girl around! She'll melt your heart and warm your home.

## Examples of less effective dog profiles:

### PUGALOO

Due to his advanced age and arthritis, Pugaloo is available for adoption through our hospice care program. She loves laps!

### PATCHES

Patches is a super cute Norwich Terrier mix who came to us from Solano County. He was one of the many dogs rescued from the Atlas/Tubbs Fire disaster. We are still getting to know Patches but can already tell what a spunky and fun boy he is. Please check back for updates!

### JUNE

June is a shy, lovable girl who came to us from Solano County Animal Care. She is a Jack Russel Terrier mix who doesn't let her past life on the streets affect her pleasant outlook on life! Always down for a walk or a snuggle, June is the perfect addition to any family.

### JIFFY

Found as a stray on Potrero Hill, Jiffy is as friendly and as fun as can be! This darling dude can't wait to meet his new family! Come in a jiffy to meet Jiffy and see!

### FIONA

Cuteness Overload! I'm a shy girl who warms up quickly once I feel safe. I would do best in a home with children 12-years or older. Even though I can have dog friends, I tend to want all the attention from my people, so I would prefer to be the only dog in the home.

### TINKER

Sensitive softie! Fussy when he's overwhelmed, a little time and the ability to make his own choices goes a long way with this fellow. Little Tinker would benefit from the company of another dog in his next home and at this time our shelter will only rehome him to a family with children aged 10 or older at this time.

### CHUCKLES

Nervous nellie! Patience and space will be what this girl needs to settle in with her new family and make a few close friends. Chunkles would likely be most comfortable with another dog friend or two in her next home and our shelter will only rehome to a family with children aged 10 or older.

### NYX

Nyx is a very sweet girl. Prior to coming to rescue, she had never been around small children. So, she is a little unsure and overwhelmed by the presence of smaller children. For this reason, we feel like Nyx would do best in a home without small/younger kids.

## JESSIE

Jessie is a dog that needs the right person to give her good training, patience and love. She is a little loud and stand-off-ish right now but we are working with her.