

PET OWNER EMAIL SEQUENCE

EMAIL 1

Subject: Your FREE pet first aid checklist, {{ subscriber.first_name | strip | default: "friend" }}!

Hi {{ subscriber.first_name | strip | default: "friend" }},

My name is Cara, pet guru at ProPetHero. My crystal ball shows that you have some interest in learning Pet First Aid. So, I wanted to reach out and see if you needed any help.

And if you are interested in pet first aid, here's a [pet first aid checklist](#) to get you started. It's everything that should go into a first aid kit for your dogs or cats.

Just imagine, if you start your pet first aid training today, **you'll be ready for an emergency in no time at all**. Believe me, they tend to surprise you.

If you're a pet professional, this blog article might help you grow your business: [A Competitive Advantage for your Pet Care Business](#).

"I wanted to be certified in Dog and Cat CPR so I could be better prepared for a job where I care for pets. I learned a lot!" – Morgan

You can [click here to begin the course](#). And if you ever have any questions, just reply to this email and I'll help you any way I can.

(signature)

EMAIL 2

Subject: How prepared are you?

Hi {{ subscriber.first_name | strip | default: "friend" }},

As a pet owner, I bet you want what is best for your pets. That means keeping them healthy and knowing how to handle an emergency. This training is like human CPR; you may not need it, but if do, you'll be very glad you took the time to learn.

"A great course that I would recommend to all pet owners." – Teresa

As an introduction to the course, I'm offering you FREE [access to one of the training videos](#), which are normally locked.

If you like what you see in that training video, you'll love this course.

[Begin training today](#) and **make sure that your furry family members stay safe** and in good health.

And please reach out if you have any questions about the course.

(signature)

EMAIL 3

Subject: Are you prepared for an emergency, {{ subscriber.first_name | strip | default: "friend" }}?

Hi {{ subscriber.first_name | strip | default: "friend" }},

Even if you've been a pet owner for years and have never had an issue, there is always the chance of a bad day. I wanted to share one in particular.

My husband and I were pet sitting a Boxer named Rumour. She loved her food to the point where she literally inhaled it. Two seconds later, she started to choke. She was so blocked up with kibble that noises weren't even coming out.

My husband acted immediately and was able to apply forceful compressions, using the trapped air to force the kibble up and out. Rumour didn't miss a beat; she blinked and headed down to the ground to gobble up the kibble that almost killed her!

Imagine if that had been your dog or cat. (I'm sure you've seen them gobble up their food way too fast.) Would you know what to do?

"Watching the videos has really helped me feel better prepared and given me the knowledge to deal with any situation that may arise." – Summer

If you're a pet professional, this is a must-read: [Pet First Aid & CPR Training Can Make a Good Pet Care Company Great](#).

[Click here](#) to begin your ProPetHero first aid course and **stop worrying about what could happen**. Be prepared instead!

(signature)

EMAIL 4

Subject: Can you check your pet's vital signs, {{ subscriber.first_name | strip | default: "friend" }}?

Hi {{ subscriber.first_name | strip | default: "friend" }},

Not every pet emergency is obvious. Sometimes dogs and cats hide their issues from us until it's too late.

This makes being able to recognize a problem vital for pet owners like yourself.

That's why we start the ProPetHero course with the 4 vital signs that every pet owner should be able to measure.

By the end of the first video lesson, you'll be able to:

- Measure your pet's respiratory rate
- Measure your pet's pulse
- Measure your pet's temperature
- Check your pet's circulation

Knowing how to use these physical signs removes a lot of the unknown and gives you and your vet a lot more information to work with when deciding the next step.

You might be alerted to a big problem early. Or you might save yourself an unnecessary trip to the vet. But you'll finally be able to make an informed decision and **know that you're doing everything possible to keep your pet safe.**

"It's perfect for owners who don't have the Veterinary medical background to have knowledge of their furbaby in case of emergencies." – Schantel T.

If you're a pet professional who has ever struggled with marketing, check out this helpful blog article: [Pet Care Services – Want a Great Way to Market Your Business?](#)

[Begin your training today](#) and keep your 'furbaby' as safe as possible.

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EMAIL 5

Subject: The problem with pet emergencies, {{ subscriber.first_name | strip | default: "friend" }}...

Hi {{ subscriber.first_name | strip | default: "friend" }},

Do you know the problem with pet emergencies? By the time you realize that you're dealing with an emergency, it's often too late.

Pets, unlike children, aren't going to run to you if they're having a health problem. They might not even be in the house for you to see if they're having a health issue. Which is why being able to act quickly during an emergency is often **the difference between a good outcome and a bad one.**

In the first 15 minutes of the course, you'll learn things that you can do immediately to keep your pet healthier and safer.

"Easy to understand. Very informative. Highly recommend. 10/10" – Camila

[Click here](#) to begin taking your course and know that regardless of the situation, you'll have **the training you need to keep your furry family members safe and healthy.**

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EMAIL 6

Subject: An offer you can't refuse, {{ subscriber.first_name | strip | default: "friend" }}...

Hi {{ subscriber.first_name | strip | default: "friend" }},

If you've ever said to yourself, *I know I should learn pet first aid to help keep my pets safe and healthy*, but never got around to it, I have an offer for you.

For a limited time, you can purchase our [pet first aid course at a 10% discount](#).

One of the great things about this course is the convenience. You can take lessons when you want, wherever you are, and however often you want. And don't forget, this is a hands-on course. It's designed for you to follow along with our veterinarian instructor using your dog or cat.

"I would recommend this course to anyone that works around animals or has a pet." – Steiley

One thing is for sure. This course will help you develop life-saving skills that will come in handy if your pet is ever involved in an emergency.

Now really is the perfect time to take this course, and if you [follow this link](#), **you'll save some money, too.**

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EMAIL 7

Subject: {{ subscriber.first_name | strip | default: "friend" }}, your discount is...

Hi {{ subscriber.first_name | strip | default: "friend" }},

I just wanted to remind you that [your 10% discount](#) is about to expire.

We know that pet safety is a major area of concern for pet lovers and owners just like you, and that's why we created this pet first aid course. Why should humans have all the advantages of CPR and first aid treatment?

"I thought this was great I learned so much and this is extremely helpful!" – Jordan

In addition to being able to go at your own pace and watch lessons multiple times, you'll also have access to unlimited refresher videos. This means you can keep the pet first aid skills you learn fresh and continue to be ready for whatever comes your way. (As you know, dogs especially have a way of getting into trouble.)

And if you ever have any questions about your training, I'm always available to help you.

I know **you want what's best for your pets**. And if you [click here](#), you'll also get 10% off our normal price.

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EMAIL 8

Subject: Last email, {{ subscriber.first_name | strip | default: "friend" }}

Hi {{ subscriber.first_name | strip | default: "friend" }},

It looks like you're not interested in Pet First Aid right now. We'll be here when you're ready, but do you mind if I ask a favor?

Can you spare 30 seconds to answer two questions about your decision to not take the course? It lets us know if we're on track or if we need to improve.

[Click here for our survey.](#)

Thanks so much for your help and honesty!

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