

Pet Professionals 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: 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 professional 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 you had one of your client's pets and it began choking. Would you know what to do?

"We are now confident in our skills in the unlikely event of an emergency and will only turn to Pro Pet Hero for training in the future." – Ariana (professional dog walker)

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

(signature)

Email 3

Subject: Hard time getting new clients, {{ subscriber.first_name | strip | default: "friend" }}?

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

Do you have trouble finding clients or selling your services? One thing I see often is that when a pet professional such as yourself learns a valuable and marketable skill, they **get clients more often and more easily**.

In the first 15 minutes of the course, you'll learn things that you can do immediately that will make the pets you care for safer. Skills that you can use to market your services more effectively.

You won't just be learning first aid...

You'll be joining an elite group of pet professionals with 2-year certifications in their wallets and on their walls. Trained, confident, and ready. And most importantly, marketable!

"Very affordable. Good for a professional wanting to give clients peace of mind." – Michelle (business owner)

[Click here](#) to begin taking your course and to **start selling your services more effectively**.

(signature)

Email 4

Subject: Can you check pet 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 professionals like yourself.

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

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

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

Knowing how to use these physical signs removes a lot of the unknown.

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 tell prospective clients you have the skills to keep their pets safe.

"Thanks. We can now say at 4 Corners Errands and Pet Care that we are certified in CPR and first aid." – Heather (business owner)

[Begin your training today](#) and **tell your potential clients what you've learned.**

(signature)

Email 5

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 my business grow*, 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 pet.

One thing is for sure; **your business will get an adrenaline shot of credibility** when you put that badge and certification on your website and in your place of business. And you can stop worrying about whether you look professional enough to your clients. (You definitely will.)

"Very thorough videos. First Aid/CPR training helps me be more proficient in my animal care." – Alex (kennel owner)

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

(signature)

Email 6

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 selling point for pet professionals like yourself because pet professionals have told us this. We also know that **pet safety is something clients look for** when choosing a pet professional like you.

"I really enjoyed this and it's helped me further my career in more ways than one." – Steven (business owner)

In addition to being able to go at your own pace and watch lessons multiple times, you 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 your pet business throws your way.

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

Become the best, most successful pet professional you can be. [Click here](#) to **redeem your 10% discount before it expires.**

(signature)

Email 7

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!

(signature)