



GET IN ON
THE PET WRITING
CASH BONANZA!

It's
Writing
Cats & Dogs!



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The Pet Story Passionista

It's Writing Cats and Dogs

Get In On the Pet Writing Cash Bonanza!

a little uncommon sense book

by chiwah carol slater

THE BASICS: WHAT KIND OF PET PERSON ARE YOU?

Okay ... let's hear it.

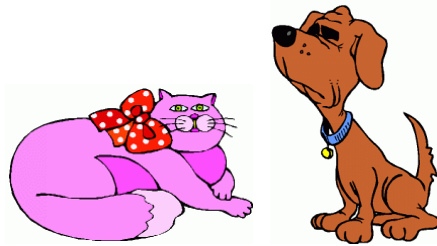
Are you a cat person ... or a dog person?

It's sort of like asking whether you're a morning person or a night person, right?

For most people, the answer rolls right off their tongue.

And then there are some who equivocate:

"Well, I don't know ... I'm both.
I love cats, and I love dogs."



Those of other impETuous persuasions would say,
"Neither. I'm a bird person."



Or a horse person. Or a fish person. Or whatever other kind of pet person they consider themselves to be.

But one thing is sure: whatever combination of pets you relate to best ... you love them with all your heart.

Your pets can do the most insane things — wear a hole in your favorite chair, poop on the rug (or on your shoulder, in the case of a bird), bark their fool heads off, get into cat fights, chew your slippers, beg at the table, or just sit there beside you and purr — it doesn't matter.

You may throw up your hands, tear your hair out in exasperation, cry even ... but you still love them. They're your PETS. Or someone else's, but you don't care. You love them anyway.

WHY DO ANIMALS AFFECT US LIKE THIS?

What is it about animals that affects us like this? Their innocence, their trust, their vulnerability... you can probably add to this list. Feel free.

When you're smitten by an animal, your whole heart and soul get taken over. Just like with a baby. You think you're in control of your life, and then they look at you with eyes that let you see straight into their soul.



They charm you.

And before you know what hit you, you're taking them home with you.

And that's just the beginning. Before you can say "pretty purrs and paws," your pet has sprinkled you with fairy dust and intimately entwined itself into the fabric of your life.

ARE WE ALL LIKE THIS? (maybe)

Are we all like this? Perhaps not. Maybe there are people who compartmentalize the pet and kid aspects of their lives so that they don't spill over into everything else.

I know some families send their kids off to boarding school. But I can't imagine a mother not worrying about her son or daughter while they're away, or a father not planning what he's going to teach them when they come home for the summer.

If you travel, maybe you leave your pet in a kennel or pet hotel while you're away. Don't you think about him, wonder how he's doing with the other animals? Worry that they're not feeding him, walking him, loving him the way you would?

Uh-oh. What if they do too good a job of it, to the point that he doesn't miss you? What then?

Maybe you hire a pet sitter when you leave town. If so, you probably call home and talk to your pet on the phone, right?

PetSmart set up PetsHotel to care for pets while their people are out of town, complete with a pet phone booth so they can call and talk to their pet. I call that "MarketSmart"!

Am I rambling? Forgive me. This is "stream of consciousness" writing. Straight off the top of my head.



I find it an easy way to get started writing on a new topic. Normally I wouldn't put it out for public consumption, but this time is different.

Why? Because I want you to see how easy it is to start writing!

There are other easy ways, too.

Like phoning in to a service where you speak your story and they send you a typed version, along with the recording, so you can put out a print version and an audio version! As gifts for your friends and family, or even to sell on your website if you're a bit entrepreneurial in spirit.

So you see, there is method in my madness. I want to get you writing! About anything to do with your pet(s).

Okay, there, I said it. Laid it right out there, so there can't be any doubt as to what I'm up to. I am here to get you writing. That's what **Pet Writes** is all about!

If you're not a **Pet Writes member yet, go online to <http://PetWrites.com/memberfree> ... and join! It's FREE!**

Here's how it's set up: The articles on the site attract pet lovers like you, in need of solutions to your pet problems. Then, we make sure you get the answers you're looking for. You decide you want to be part of the action ...

And THEN you begin to notice a friendly little bee in your bonnet that gets you buzzed about putting something down in writing about your life with your pets!

THERE'S A BIG MARKET FOR PET STORIES

In case you're wondering, there really is a huge market for pet stories and books. There always has been. Why? Because people naturally have a soft spot in their heart for animals.

We can trace the recent boom in the pet story market back to the 1970s, when Morty Siegal and Matthew Margolis published *Good Dog, Bad Dog* (the first of ten pet books they wrote together) and Margolis launched his TV show, *Woof! It's a Dog's Life*.

Right around then, the *Garfield* comic strip gave rise to a big burst of comic books, calendars, and gift books. And in 2005 John Grogan came out with his bestseller book, *Marley & Me*, which later became a movie.

Marley & Me spurred a rash of dog books and pet memoirs, known as *dogoirs*, *catoirs*, *birdoirs*, and on and on ...

To quote Publisher's Weekly, "[Pet] books are so popular that they appear bulletproof, even in a down market." ("Publishing's Best Friend," Publisher's Weekly, September 21, 2009)

LOTS of people have enjoyed success with pet writing. And it doesn't have to be books. If you have tips to offer on raising, breeding, training, healing, or living better with pets, there are all sorts of pet magazines that pay from \$50 to \$500 and more for stories you can write in short order.



Why is the market so vast? Because most people have a soft spot for animals. Even if they don't have or even want a pet of their own, it doesn't take much for an animal to bring them to tears.

Is this a passing fad?

True, there are cycles in any book market. But animal books, movies, and TV shows are always popular. Think back to Jack London, and Lassie. Rin Tin Tin. Flipper. Scooby-Doo. Winnie the Pooh. Animal planet.

It just doesn't end.

And it won't end. So the question is, Why not become a part of it?

CAN YOU ~~HOLD A PEN?~~ ~~SIT AT A KEYBOARD?~~ TALK?

As a **Pet Writes Member**, you have the opportunity to learn ...

- The easiest ways to get started writing
- How your pet can evaporate writer's block
- The fastest way to get your stories published
- Hot tricks for writing a pet book from your heart
- Tried-and-true tactics to make your book a pet bestseller and get it out in audio and video, too, with a whole line of ancillary products
- Sure steps to turn your pet writes into a springboard to living the life of your dreams.

Now, if you're a pet lover, that has to sound pretty good, right?

Unless ... unless ... you don't believe you can write. Maybe you never aced an English class. You can't spell d-o-g, much less e-x-p-i-a-l-i-d-o-g-... whatever. You wouldn't know a noun phrase if it crawled into bed with you.

(But don't worry. Nouns are too stationary to crawl in bed with you. And they won't sit there judging what you write, either!)

Back to you: If the very thought of writing gives you writer's block ... writer's cramp ... brain cramp...

Well, I'm here to tell you ... you can forget all that. Why? Because the benefits of writing about your pet experiences, and/or what you've learned from them, far outweigh the value of your self-doubt.

BESIDES, as a **Pet Writes Member** you're going to learn easy, enjoyable, and invigorating ways to go about getting your words down on paper!

Wait, that's not quite accurate. Not on paper, unless you want to. It's much more streamlined to write on your computer. Or dictate into a recorder.

I'll even show you how you can TALK your story and have it come back to you written!

So ... if you're not a Pet Writes member yet, you can join now at <http://petwrites.com/memberfree>. (It's FREE.) And if you ARE a member, go to <http://PetWrites.com/members-area> and enter the Pet Writes 'Members Only' Pet Photo or Pet Story Contest!

DREAM A LITTLE ...

Let's say you're thinking of going on a trip. What's the first thing you need to decide? Not how you're going to get there! If you decide you're going by car, and then you decide to visit a city on another continent, you've got a problem.



The first thing is to decide on your destination.

And the same is true when you're contemplating any creative project. Like, say, writing. So let's take a moment to consider where you might be going with your pet writes!



- Imagine how you're going to feel when you see your first story published on **PetWrites.com**, getting comments from readers thanking you for touching their hearts. Put yourself there now – Step into that picture. Feel it. Nice. Right?
- Picture seeing YOUR BOOK up on Amazon.com with the words 'Look Inside' in orange and blue just above it. Wow! You did it! Breathe it in. Now, pay attention inside yourself: How does THAT feel?
- And when you emerge the winner of a writing contest, how loud will you crow? If you don't make the #1 spot, at least you can say you had the gumption to enter! And the support team behind you to make it all happen. Looking back from the future, smile as you thank all the people who played a role in your success.
- What if your pet stories or your book were to land you in a new business you're passionate about – one that works for you, day in and day out? Or what if they could make your existing business – even if it's not pet-related – more profitable? Would that make your day?



- On the other hand, if building a business is not on your agenda, never fear ... I will never try to foist one on you. A lot of people write just for the joy of expressing themselves. And that too is something to celebrate.



All of this, or whichever part you choose for yourself — and MORE — you can have. For sure.

Handed to you on a silver platter? Uh-uh. After all, we are talking about YOUR stories. Who else could write them?

But getting them written can be fun, especially when you're doing it as part of a supportive community of writers and storytellers.

WHO HAS DONE IT?

A lot of people.

Like dog trainer and performer Kyra Sundance, best known for her book *101 Dog Tricks*, which has now been translated into at least 15 languages. Kyra wrote about what she knew, and hit the big time.

Like the monks of New Skete, a small group of Byzantine Rite Franciscan monks in Pennsylvania, U.S.A., who love dogs and developed their expertise through years of breeding and training them. Their two books, *The Art of Raising a Puppy* and *How to Be Your Dog's Best Friend*, are both bestsellers.

Note that these books are based in expertise these ordinary people acquired by working with their dogs. So consider: *What have you learned from living with your pets?*

A lot, I'm sure. You just don't live with animals without learning from them.

YOU CAN DO IT, TOO!

If you have information from which others could benefit, it needs to be in a book.

Maybe you don't work with your pet. Maybe you just play with her, love her, buy her fancy clothes, delight in her silly antics.

Well... if you delight in your pet's antics, don't you think others might, too?

Your success as a storyteller depends on how good you are at touching people's hearts with your stories, making them laugh or cry. If you can tell a good story, you have what it takes to write.

What stories do you tell people about your pet(s) that keep them laughing, or on the edge of their seats, or bring tears to their eyes?

USING PET STORIES to PROMOTE a BUSINESS

If you're in business – even one that's not at all pet-related – your pet stories will touch the hearts of pet lover prospects and clients.

Including your pet in your marketing can help you to build the kind of lasting, tightly bonded relationships a business needs to become wildly successful.

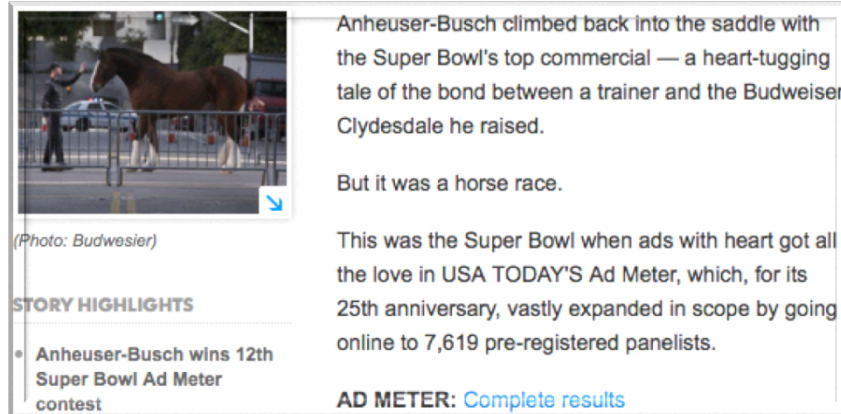
[Large corporations you are familiar with have done just this.](#) One shining example is the way Anheuser-Busch has used a team of six Clydesdales on April 7, 1933, to commemorate the repeal of Prohibition.

According to information on their website, today Anheuser-Busch owns approximately 250 Clydesdales, "an enduring symbol of the brewer's heritage, tradition and commitment to quality." Later, in 1950, they added a Dalmatian to the mix.

What do Clydesdales and Dalmatians have to do with beer? Nothing. What matters is that people love them. And the company is betting that if you love the Clydesdales, that emotion will carry over to the company and its beers.

A Bet that Paid Off in Spades!

So well, in fact, that on February 4, 2013, the USA Today Ad Meter gave #1 rating to the company's 2013 Super Bowl ad that featured the heartwarming tale of the bond between a horse trainer and the Budweiser Clydesdale colt he raised and trained:



Anheuser-Busch climbed back into the saddle with the Super Bowl's top commercial — a heart-tugging tale of the bond between a trainer and the Budweiser Clydesdale he raised.

But it was a horse race.

This was the Super Bowl when ads with heart got all the love in USA TODAY'S Ad Meter, which, for its 25th anniversary, vastly expanded in scope by going online to 7,619 pre-registered panelists.

AD METER: [Complete results](#)

(Photo: Budweiser)

STORY HIGHLIGHTS

- Anheuser-Busch wins 12th Super Bowl Ad Meter contest

(screenshot of: usatoday.com/story/money/business/2013/02/04/clydesdale-ad-wins-by-a-nose/1889693/)

And they coupled that with a naming contest for a newborn Clydesdale colt.

ARE YOU DOUBTING YOURSELF?

If you don't think of yourself as a storyteller, get ready to add that arrow to your quiver. We'll show you how easy storytelling can be.

So what if you can't spell? That's what spell checkers are for.

Your grammar's bad? Sorry, you won't get me to tell you that that's what grammar checkers are for. The ones I've seen, as far as I'm concerned, only make things worse. But we can help you with the grammar.

I am not saying you are going to become a professional writer. I'm not even telling you you're going to write a bestseller, although you may. Maybe not a N.Y. Times bestseller, though that does happen, too.

Modestly speaking, it's not unlikely your book could turn into an Amazon Kindle bestseller. (It's not hard, if you have a good story or informational book and understand how Kindle works. We will show you the ropes.)

The truth is, an ordinary person who has never written anything at all can have a fabulous time writing about what he or she loves. And when you love what you're writing about, your writing comes from the heart.



And writing that comes from the heart is nearly always fun to read.

WHO ELSE HAS SUCCEEDED WITH PET BOOKS?

Have you heard about J. H. Lee? She wasn't a professional writer, and she's not a dog expert. But her book — *Boo: The Life of the World's Cutest Dog* — took off like wildfire.

How did she get started writing about Boo? On Facebook! It all started with a doggie haircut when the groomer couldn't get a brush through Boo's wiry fur. The result? A teddy-bear look that has made him a star.

Another example: Liz Palika, a San Diego dog trainer. When her favorite pooch passed on, she wrote to assuage her grief. And she sent her story into *Dog Fancy* magazine.

Short story shorter: she got it published, and now she's written some 50 pet books! Not to mention her many magazine articles and columns.

What about Lori Steadman, the Arizona woman who wrote a magical children's book "by" Dolphie the Therapy Dog? For Steadman, the best part may be the feeling she gets from knowing that most of the profit from book sales is going to benefit her favorite charity, SND (Special Needs Dobermans)!

As Diane Herbst wrote, "The entire book industry has gone to the dogs!"
(Newsweek.com, Nov. 18, 2010)

These are just a few of the many ordinary people who have experienced one kind of success or another that started with writing about their pets. But for many first-time pet writers, the reward is more personal, less public, and not connected to business at all.

It takes all kinds. The first step is to identify the source of your pet-related passion. Then, to decide what you want to achieve by writing. Fame and fortune? A business you can enjoy growing? Or are you just into it for the personal fulfillment that comes from expressing your passion?

Why Write About Your Pets?

Here are just a few possibilities:

- Honor your beloved pet by preserving for all time the stories of heroism, silly antics, and most of all the love your pet has brought — into your life.

- Make a difference all over this planet by inspiring readers to dig deep within themselves and discover the goldmine of emotional enrichment their animals have brought them...
- Help animals by educating pet owners in how to offer them a better quality of life.
- Use your writing to launch or further a business that will fill your piggy bank and pay for your vacations, your kids' college, your retirement.
- Impress the heck out of your friends and family! (Shhh ... You don't have to tell them how easy it was once you got going.)
- Be the inspiration others are waiting for!



READY! SET! AUTHOR!

I hope this “little uncommon sense book” has opened your mind with regard to the doors that can open to you when you write about life with your pet(s).

Your books and stories can make a real difference in this world. Pet stories heal the heart, and when the heart is healed, miracles happen.

Dogs, cats, birds, horses, iguanas... no matter what kind of pet(s) you have, you have stories to share, and stories to help you anchor the good feelings and heal the pain of pet companionship.

Welcome to the **Pet Writes** writing community. Get ready to be challenged, guided, and supported by a growing family of pet lovers eager to support you in writing and creating digital products to share with the world the bounty of knowledge, wisdom, and stories your pets have brought you.

And if writing a book featuring your pet stories still feels like too big a project to tackle, no worry! You can start by just writing short stories. You can get them published online, and you may decide to submit them to your favorite pet-friendly print magazines.

The Pet Writes Mission

To coach pet-lover business owners (like you?) to greater success as you use your pet stories to empower your marketing, in the context of a powerful "vortex" business plan in which each piece "sets up" the next ... creating an unstoppable engine capable of making a positive difference in the world.

To make a positive contribution to the lives of all pet lovers, whether or not you have a business, by revealing the path to fulfillment and opportunity that lies in writing about the gifts derived from living with pets.

And in the process, to help people become better stewards of their pets by promoting a sense of long-term commitment and conscious awareness of the importance of keeping our beloved animals safe, secure, and happy.

If you're not a **Pet Writes member yet, go online to <http://petwrites.com/memberfree...> and join! It's FREE!**

**And if you ARE a member,
go to <http://PetWrites.com/members-area>
and **enter a Pet Writes Members Only Pet Photo
or Pet Story Contest!****

It's Writing Cats and Dogs
First Edition

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