

Crafting the perfect profile

for your foster dog





**Marketing is
not adoption
counseling.**



Marketing

- Focuses on the positive
- Grabs their attention
- Draws them in to learn more

Adoption Counseling

- Provides in-depth behavioral & medical information
- Helps determine if a good fit
 - Suggests other dogs if not

There are sometimes exceptions when we might be more upfront about behavioral or medical challenges. For example: If there is a time crunch or if we're expecting an overwhelming number of responses (such as for a really cute little floofy dog), we may be more explicit in what type of home is needed.





We use marketing to help someone fall in love
with an animal's personality online.

People are often more open to helping a dog
through heartworm treatment or managing
resource guarding if they're already invested.

“Remember these descriptions are like the back cover of a book – good, solid information to help us decide if it's something we're interested in, but doesn't go into every detail of the story.”

- HeARTsSpeak



**Bios are
essential.**



Start with what makes them unique

Physical attribute

- Eyes
- Ears
- Stubby tail

History

- Tried to bum a ride at the bus station

Personality quirk

- Squirrel-whisperer
- Tippy tap dance at dinner time



Tell a story

Beginning

- Attention-getting
- Sets the tone

Middle

- The meat of the bio

End

- Call to action



Tips

- Use paragraph breaks. White space is important!
- No novels required.
- Humor is good!
- Use [ChatGPT](#) to get started if you're stuck.



Unique attribute



Beginning

Palomo is such a sweet and playful boy - he lights up the room with his goofy personality and adorable eye patches.

Middle

With the company of his foster sister, he has really opened up into a silly, smart, and loving puppy. He's a happy-go-lucky guy and while he can seem shy at first, he gains confidence quickly with a little encouragement. Palomo is learning all his manners wonderfully in the home and on his walks. He is most happy when he is laying in the sun and rolling in the grass. He loves his toys and your socks when he can get his paws on them.

Palomo is fully house-trained and working on getting in the car for rides, but will allow you to pick him up. He sleeps easily through the night in his bed and can be left out in the home alone with no issues. Palomo would love a dog companion to continue building his confidence alongside, but what he really wants is his forever home and to snuggle up with you.

End

He has so much love to give and would bring so much joy to anyone who's lucky enough to take him home. Click "Adopt Me" to connect with his foster!



Call to action

Use observations

- We usually don't know the past.

“She is a little fearful in new situations.”

vs “She’s clearly been abused.”

- We can't predict the future.

“He successfully lived with cats in a previous home.”

vs “He is cat-friendly.”



Address commonly asked questions

- Dog/cat/kid compatibility
- Housetrained
- Crate-trained/home alone
- Activity level



Avoid stoppers & barriers

Check your writing for overuse of the word “but” – this helps point out unintentional barriers.



“This is Canelo. He doesn’t like other dogs **but** is happy being alone. He needs to run to get his energy out **but** he can calm down too. He likes to jump up on you **but** if given a toy, he’ll walk nicely on a leash.

“This handsome fella is Canelo! He is ready to be your adventure pal **and** then collapse on the couch for some Netflix when you get home. He loves taking a stuffed animal buddy on walks **and** will thrive with positive reinforcement training. Thanks to Friends of Austin Animal Center, you can get two free training sessions when you adopt Canelo!

Canelo prefers to be the king of his castle. Don’t worry, he’ll provide enough love for 20 dogs! Come fall in love with him today.

Instead of...	Consider this
No young kids	<ul style="list-style-type: none"> • George needs sturdy kids who will enjoy his zest for life! • Penelope is all about the childfree lifestyle.
Fearful	<ul style="list-style-type: none"> • Bella is a little shy – slow and steady wins the race with her. • It takes Zeus a little bit of time to warm up; as soon as he does, you're his friend for life! • Cooper doesn't seem to have had much real world experience before coming to the shelter.
Touch sensitive	<ul style="list-style-type: none"> • Luna prefers to wait to be touchy-feely until you get to know each other first. • Rocky prefers a hands-off approach while he gets to know you. • Rex can be a little sensitive in certain areas. Ask staff about where he loves to get scratches!
Overarousal	<ul style="list-style-type: none"> • The world is so exciting, and Pepper is working hard on containing her excitement. • Harvey will let you know when he's had enough petting. • Max likes petting on his terms.

Instead of...	Consider this
High energy	<ul style="list-style-type: none"> • Fido would love to be your running partner! • Get your ball arm ready because Tigger loves to play! • Kilo will be the personal trainer you've always wanted. • Petey's joie de vivre is infectious. • Lucy is a big fan of zoomies and playing tug to work out her energy.
Only pet	<ul style="list-style-type: none"> • Bear shines as the only apple of your eye; no fur siblings please. • Daisy prefers to fly solo in terms of other pets. • Buddy is single and loving it! • Oliver is a solo act, he likes the limelight all to himself! • Nala is happiest as the only child. • Duke likes people so much he'd prefer not to share them with other pets.

“Meet Luna. Luna is a sweet girl who will need time to adjust in her new home. She is **dog selective** and can be **reactive** in scary situations. She’s **very high energy** so she would love to find an adopter who is **very active**. Luna’s previous owner told us she has **separation anxiety**, so she would love to find a family that is home most of the time. A dog-to-dog introduction is mandatory to adopt Luna.”

“Lovely Luna is looking for love and adventure! This happy young dog can’t wait to start her new life with you. Luna **looks for every opportunity to run around and play** and is also affectionate and loyal. **Her favorite thing in the world is spending time by her favorite person’s side.**

New dog friends can sometimes overwhelm her (think of her as a bit of a social introvert); like people she warms up as she gets to know them. We’ll be happy to set up a meet and greet with any dogs you have at home!

Her foster family raves about her snuggle skills and her ability to catch any ball, anywhere it’s thrown. Luna will be waiting patiently to meet you, so apply to adopt this fantastic girl!”



**Pictures speak
1,000 words.**



Getting a great shot

Lighting

- Avoid using your flash. Use natural light and make sure it's shining behind you onto the pet (not behind the pet). A shaded spot outside is usually perfect!

Bribery

- Use high value treats or a squeaky toy to get their attention.

Background

- Is the background full of clutter? If it is, move the pet to where it is less busy, like in the grass in front of green bushes, or in front of a solid-colored wall.

Crop

- Crop the photo so that the dog is the main subject.



Main Picture

This should be their glamor shot.

- In-focus
- Featuring their face - people connect with pets through their eyes.
- Tip: Use portrait mode on your phone!



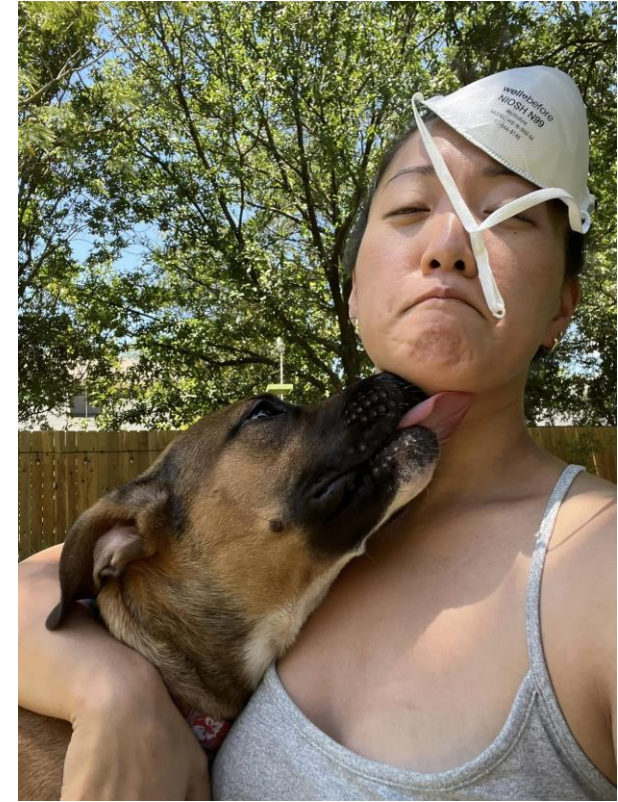
Full Body Shot

Give viewers a sense of the dog's size and build.



Pictures With People

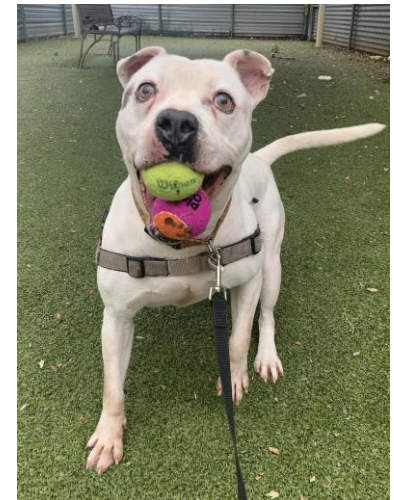
People enhance images in a number of ways. They show how well the dog interacts with humans and make him seem more like a family pet.



Visual Personality Representations

Dog/cat/kid-friendly? Add a pic that includes them.

Cuddly? Goofy? Playful? Running buddy? Patio dog candidate? Great in the car? Loves the water?



Resources

[HeARTsSpeak](#)

[ASPCApro](#)

[Best Friends](#)

**Submit bios and photos to
animal.media@austintexas.gov**

