



**PRECISION**  
Marketing & Client Communications  
A subsidiary of Quill & Mouse Studios, Inc.™  
Custom Practice Newsletters for Medical Professionals  
Toll Free: 800.950.3282 • Local: 727.449.9808

1901 N. Highland Avenue • Clearwater, FL 33755 • Fax: 727.442.4412  
quillandmouse.com • completewebshop.com • practicenewsletters.com • autoshopnewsletters.com

*Please fill out the below form and fax it to us along with your topic choices numbered by priority.  
Thank you.*

# Fax Cover Sheet

**We Do Websites!**  
www.CompleteWebShop.com  
Toll Free 1-888-817-5950

Date: \_\_\_\_\_ # of pages (including cover sheet): \_\_\_\_\_

Doctor's name: \_\_\_\_\_ Fax #: \_\_\_\_\_

Quantity: \_\_\_\_\_ Target date for mail/ship: \_\_\_\_\_ Who mails newsletter? \_\_\_\_\_

**Mailing Instructions:** (please circle) Current Resident *or* Return Service Requested **Note:** The Post Office charges for address correction returns

Any staff changes? \_\_\_\_\_

Address, phone or hours changes? \_\_\_\_\_ Issue #: \_\_\_\_\_

Any office news? \_\_\_\_\_

Doctor's message? (topics covered) \_\_\_\_\_

Referral message? (please circle) Yes No **Names?** (please circle) Yes No **Quantity?** \_\_\_\_\_ **Contest winners?** (please circle) Yes No  
*(Fax list of referral and/or contest winner names on their own sheet.)*

Coupon? (please circle) Yes No **Value?** \_\_\_\_\_ **Expiration date:** \_\_\_\_\_

New services? \_\_\_\_\_ Patient profile/testimonial? \_\_\_\_\_

Special events or promotions? \_\_\_\_\_

Details:

# Veterinary Topics

Doctor's Name: \_\_\_\_\_

**Please Note:** There's usually only enough room for 2-3 articles in a semi-custom newsletter and about 7 in an all-custom. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

## General Health

- Anesthesia issues
- Annual exams
- Blood work
- Calendar of care
- Caring for ears
- Checking for wounds
- Clip those claws
- Collar too tight?
- Dangerous plants
- Dangers of human-OTC medication
- Dental care FAQ
- Do you smell something?
- Emergency care
- Exercise for good health
- Geriatric work-ups
- Grooming tips
- Health tips
- Help get the medicine down
- Is your pet telling you something?
- Keep an eye on your pet
- Long, healthy life
- Older pet care
- Pet first aid
- Pet health checklist
- Popular myths and truths
- Pre-surgical testing
- Proper care for young and old
- Questions & answers
- Should your pet see the vet?
- Signs of aging
- Tips for your pet's next visit
- Top 10 reasons to visit the vet
- Vaccinations
- Veterinary surgery
- Weekly health pet checklist
- What to watch for
- When to visit the vet
- Worming

## Diet & Nutrition

- Special diets for special needs
- Battling the bulge
- "Catkins" diet
- Exercise importance
- Exercise tips
- Exercises for cats and dogs
- Food allergies
- Pets and people food
- Proper diet for pets
- Nutritional supplements

## Conditions

- Allergic dermatitis
- Allergies
- Anal sac problems
- Arthritis
- Breath odors
- Cancer
- Cataracts
- Deafness
- Dental problems
- Diabetes
- Digestive disorders
- Distemper
- Ear mites
- Ear problems
- Epilepsy
- External parasites
- Eye problems
- Fleas and flea control
- Geriatric problems
- Giardia
- Glaucoma
- Heart disease
- Heartworms
- Heat Stroke
- Internal parasites
- Intestinal worms
- Joint disease
- Kennel cough
- Kidney failure dangers
- Leptospirosis
- Liver disease
- Lyme disease
- Obesity
- Odor, causes of
- Parasite control
- Poisoning
- Pregnancy
- Rabies
- Respiratory conditions
- Ringworms
- Urinary tract infections
- Separation anxiety
- Skin problems
- Senility
- Stress
- Thyroid
- Ticks
- Toxoplasmosis
- Vision loss
- White eye

## Ownership Issues

- 10 tips for the responsible pet owner
- ABCs of pet care
- Adopting a shelter pet
- Allergic to pets?
- Banishing boredom
- Benefits of pet ownership
- Choosing the right pet
- Coping with the loss of a pet
- Cost of raising a pet
- Disaster plan
- Disturbing differences between cats and dogs
- Euthanasia
- Find a stray?
- Help your pet fall for your beau
- Household hazards
- Household tips
- Housetraining tips
- I forgot to ask...
- Introducing your pet to your new baby
- Is your pet telling you something?
- Keep fit with your dog
- Let your landlord know...
- Letter to my cats and dogs
- Merging pets
- Message from your pet
- Moving and pets
- Perfect cat owner
- Perfect dog owner
- Perfect pet photos
- Pet care throughout the year
- Pet games
- Pet ownership statistics
- Pet sitter pointers
- Pet tips and tricks
- Pet-proof your home
- Pet's Bill of Rights
- Picking the perfect pet name
- Play importance
- Prepare your pet for disasters
- Preventing pet behavior problems
- Renting and pets
- Spay & neuter
- Spay/neuter myths
- Start your new pet out right
- Ten commandments for responsible pet owners
- Top 10 pet poisons

- Traveling with your pet
- Vehicle safety
- Zoonotic diseases

## Canine Issues

- Artificial blood
- Arthritis
- Bladder stones
- Canine timeline
- Coronavirus
- Crating dogs
- Dangers riding in vehicles
- Dog biscuits
- Dog names (creative)
- Doggie diseases
- Doggie feeling down?
- Dogs stepping up... to the bed
- Dominant dog
- Ear care
- Housetraining
- How to handle the hostile dog
- Hunting dog checkups
- Keep fit with your dog
- Let's go for a walk
- No doggies in the windows
- Obedience training
- Pancreatitis
- Parvo
- Picking the perfect dog
- Pregnancy in dogs
- Puppy's first vet visit
- Puppy growth chart
- Quiet the barking dog
- Selecting a dog
- Senior dogs
- Socializing your puppy
- Sugar substitutes may be dangerous for dogs
- Teach your pet Frisbee
- Teach your dog to sit
- Understanding "dog speak"
- Want to breed your dog?

## Feline Issues

- Bringing your outdoor cat in
- Cat health care quiz
- Cat hiding places
- Cat names (creative)
- Cat's coat color
- Cat's meow
- Catnip
- Cats' top 10 thoughts

*more topics* ➤

# Veterinary Topics *continued*

- \_\_\_ Declawing
- \_\_\_ Falling feet first
- \_\_\_ Famous feline owners
- \_\_\_ Feline cardiovascular
- \_\_\_ Feline dental health
- \_\_\_ Feline facts
- \_\_\_ Feline feelers (whiskers)
- \_\_\_ Feline heartworms
- \_\_\_ Feline hyperthyroidism
- \_\_\_ Feline illnesses
- \_\_\_ Feline mouth
- \_\_\_ Feline nervous system
- \_\_\_ Feline nutrition needs
- \_\_\_ Feline sense of touch
- \_\_\_ Feline sign language
- \_\_\_ Feline symptoms
- \_\_\_ Feline timeline
- \_\_\_ Feline lower urinary tract disease (FLUTD)
- \_\_\_ FeLV
- \_\_\_ FIP
- \_\_\_ FIV
- \_\_\_ For the love of felines
- \_\_\_ FUS
- \_\_\_ Grooming behavior
- \_\_\_ Hairballs
- \_\_\_ Health check (monthly)
- \_\_\_ Help for fat cats
- \_\_\_ Indoor kitty tips
- \_\_\_ Landing on their feet
- \_\_\_ Litter box tips
- \_\_\_ Marking behavior
- \_\_\_ Multi-cat households
- \_\_\_ Obese cats
- \_\_\_ Panleukopenia
- \_\_\_ Pick the best cat breed for you
- \_\_\_ Picking the perfect cat
- \_\_\_ Polydactyl cats
- \_\_\_ Pregnancy in cats
- \_\_\_ Scratching post how-to
- \_\_\_ Scent of a cat
- \_\_\_ Scratching, why
- \_\_\_ Seeing in the dark
- \_\_\_ Selecting a cat
- \_\_\_ Tips for cat owners
- \_\_\_ Want to breed your cat?

## Birds/Exotics

- \_\_\_ Amazing sight of birds of prey
- \_\_\_ Basic bird care
- \_\_\_ Beak activities
- \_\_\_ Beak and nail care
- \_\_\_ Beaks, best of
- \_\_\_ Bird brains
- \_\_\_ Bird diet

- \_\_\_ Bird facts
- \_\_\_ Bird in the mirror
- \_\_\_ Bird training tips
- \_\_\_ Bird vaccinations
- \_\_\_ Bird watching
- \_\_\_ Feathery facts
- \_\_\_ Ferrets
- \_\_\_ Household dangers for birds
- \_\_\_ Pocket pets
- \_\_\_ Reptile zoonosis
- \_\_\_ Selecting an amphibian
- \_\_\_ Selecting a bird
- \_\_\_ Selecting a ferret
- \_\_\_ Selecting a rabbit
- \_\_\_ Selecting a reptile
- \_\_\_ Selecting a rodent
- \_\_\_ Setting up a healthy aquarium
- \_\_\_ Smaller pets
- \_\_\_ Unique pets

## Large Animal

- \_\_\_ Bull breeding problems
- \_\_\_ Buying a horse
- \_\_\_ Deworming
- \_\_\_ Encephalomyelitis
- \_\_\_ Equine colic
- \_\_\_ Equine daily stall check
- \_\_\_ Equine dental problems
- \_\_\_ Equine health
- \_\_\_ Equine parasites
- \_\_\_ Equine pituitary
- \_\_\_ Equine teeth
- \_\_\_ Equine vaccinations
- \_\_\_ Foaling season tips
- \_\_\_ Grain overload (equine)
- \_\_\_ Herd Management Program
- \_\_\_ Laminitis
- \_\_\_ Nutrition needs
- \_\_\_ Pink eye
- \_\_\_ Pregnancy tips (cattle)
- \_\_\_ Vaccinations
- \_\_\_ Water belly (cattle)

## Seasonal

- \_\_\_ Antifreeze warning
- \_\_\_ Back to school tips
- \_\_\_ Candy dangers
- \_\_\_ Cold weather warnings
- \_\_\_ Dental Care Month
- \_\_\_ Fireworks and pets
- \_\_\_ Fleas, ticks, & mosquitoes
- \_\_\_ Foxtail warning
- \_\_\_ Holiday warnings
- \_\_\_ Halloween and pets
- \_\_\_ Hot weather warnings

- \_\_\_ National Pet Week
- \_\_\_ New Year's resolutions
- \_\_\_ Pet Dental Health Month
- \_\_\_ Spring tips
- \_\_\_ Vacation boarding

## Services

- \_\_\_ Boarding
- \_\_\_ Cryosurgery
- \_\_\_ Grooming
- \_\_\_ In-house lab
- \_\_\_ NAET
- \_\_\_ Periodontal therapy
- \_\_\_ VOM (chiro for pets)

## Products

- \_\_\_ Advantage
- \_\_\_ Advantix
- \_\_\_ Anipryl
- \_\_\_ "Catkins" diet
- \_\_\_ Clomicalm
- \_\_\_ Cosequin
- \_\_\_ Covenia
- \_\_\_ Defend-Exspot
- \_\_\_ Drug updates (provide details)
- \_\_\_ Feliway
- \_\_\_ Heartgard
- \_\_\_ Hill's
- \_\_\_ Home Again
- \_\_\_ Interceptor
- \_\_\_ Leashes & halters
- \_\_\_ Microchip ID
- \_\_\_ Ono
- \_\_\_ OraVet
- \_\_\_ Preventic
- \_\_\_ Program
- \_\_\_ ProHeart 6
- \_\_\_ Revolution
- \_\_\_ Rimadyl
- \_\_\_ Science Diet
- \_\_\_ Sentinel
- \_\_\_ Soft Paws
- \_\_\_ Supplements (provide details)
- \_\_\_ TopSpot Frontline

## Filler

- \_\_\_ 10 reasons why a dog can't use a computer (humor)
- \_\_\_ A dog's plea
- \_\_\_ A letter to my dogs and cats (humor)
- \_\_\_ Alligator 'bites' (facts)
- \_\_\_ Animal angels (rescuers)
- \_\_\_ Black cats
- \_\_\_ Cat got your tongue? (animal expressions)

- \_\_\_ Cat physics
- \_\_\_ Cat purrs
- \_\_\_ Cats and catnip
- \_\_\_ Chameleons color control
- \_\_\_ Cheetah: Animal speed demon
- \_\_\_ Collective animal names
- \_\_\_ Dog years
- \_\_\_ Dog's plea
- \_\_\_ Eagle has landed, The (quiz)
- \_\_\_ Famous cat lovers
- \_\_\_ Fish facts
- \_\_\_ Flying snakes
- \_\_\_ Four-eyed fish
- \_\_\_ Fur vs. hair
- \_\_\_ Good as your dog
- \_\_\_ Groundhog Day history
- \_\_\_ Helping a lost pet
- \_\_\_ How big is it?
- \_\_\_ I promise never again... (humor)
- \_\_\_ In the dog house (phrase)
- \_\_\_ Lizard facts
- \_\_\_ Most playful dog breeds
- \_\_\_ Mustang history
- \_\_\_ Narwhale
- \_\_\_ Nile bird
- \_\_\_ Pet jokes
- \_\_\_ Piggy banks
- \_\_\_ Presidential pets
- \_\_\_ Presidential pussycats
- \_\_\_ Rainbow Bridge
- \_\_\_ Raining cats & dogs
- \_\_\_ Siamese "tale"
- \_\_\_ Skunk smell fix
- \_\_\_ Sleeping on their feet (horses)
- \_\_\_ Tales of tailless cats
- \_\_\_ Top dogs
- \_\_\_ Top 10 pet names
- \_\_\_ Trivia Teaser: Rats
- \_\_\_ Truth about cats and dogs
- \_\_\_ We love our pets!
- \_\_\_ What's in a name?
- \_\_\_ Where birds spend the winter
- \_\_\_ Where do pets come from? (humor)
- \_\_\_ White House pets
- \_\_\_ Words of wisdom

## Office

- \_\_\_ AAHA
- \_\_\_ Alphabet soup (abbreviation explanation)
- \_\_\_ Appointment breaking
- \_\_\_ Client news
- \_\_\_ Client testimonial

*more topics* ➤

# Veterinary Topics *continued*

- Contests
- Continuing education
- Financing options
- Help local shelters
- Office policies
- Office report card
- Pet Insurance
- Record (update)
- Referral (contest)
- Referral (list)
- Referral (program)
- Referral (thanks)
- Rescheduling appointments
- Staff intro
- Staff news
- Surgical policies

## Custom Topics

- Provide a description below

---

---

---

---

---

---

---

---