



PRECISION
Marketing & Client Communications
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Custom Practice Newsletters for Medical Professionals
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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!
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Date: _____

of pages (including cover sheet): _____

Doctor's name: _____ Fax #: _____

Photos this issue? (please circle) Yes No How many? (extra charge for more than three) _____ (original photos, no negatives or slides)

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

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 is usually only enough room for two to three articles in a semi-custom newsletter and about seven 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
- 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
- Food allergies
- Pets and people food
- Proper diet for pets
- Nutritional supplements

Conditions

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

Ownership Issues

- ABCs of pet care
- Allergic to pets?
- Banishing boredom
- Benefits of pet ownership

- Choosing the right pet
- Coping with the loss of a pet
- Disaster plan
- Euthanasia
- Help your pet fall for your beau
- Household tips
- Houstraining tips
- I forgot to ask...
- Keep fit with your dog
- Merging pets
- Message from your pet
- Moving and pets
- Perfect pet photos
- Pet care throughout the year
- Pet sitter pointers
- Pet-proof your home
- Pet tips and tricks
- Pet's Bill of Rights
- Picking the perfect pet name
- Play importance
- Prepare your pet for disasters
- Spay & neuter
- Start your new pet out right
- Ten commandments for responsible pet owners
- 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
- Dominant dog pet
- Ear care pet
- Houstraining
- 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
- Pregnancy in dogs
- Puppy's first vet visit
- Puppy growth chart
- Quiet the barking dog
- Senior dogs
- Socializing your puppy
- Teach your pet Frisbee
- Teach your dog to sit
- Understanding "dog speak"
- Want to breed your dog?

Feline Issues

- Cat health care quiz
- Cat names (creative)
- Cat's coat color
- Cat's meow
- Catnip
- Declawing
- Falling feet first
- Feline cardiovascular
- Feline facts
- Feline feelers (whiskers)
- Feline heartworms
- Feline illnesses
- Feline mouth
- Feline nervous system
- Feline sense of touch
- Feline sign language
- Feline timeline
- FeLV
- FIP
- FIV
- FUS
- Grooming behavior
- Hairballs
- Health check (monthly)
- Landing on their feet
- Litter box tips
- Multi-cat households
- Obese cats
- Polydactyl cats
- Pregnancy in cats
- Scratching post how-to
- Scratching, why
- Seeing in the dark
- Want to breed your cat?

more topics ►►►

Veterinary Topics *continued*

Birds/Exotics

- ___ Amazing sight of birds of prey
- ___ Basic bird care
- ___ Beak activities
- ___ Beaks, best of
- ___ Bird brains
- ___ Bird diet
- ___ Bird facts
- ___ Bird in the mirror
- ___ Bird training tips
- ___ Bird vaccinations
- ___ Bird watching
- ___ Feathery facts
- ___ Household dangers for birds
- ___ Pocket pets
- ___ Reptile zoonosis
- ___ Setting up a healthy aquarium
- ___ Smaller pets
- ___ Unique pets

Large Animal

- ___ Bull breeding problems
- ___ Deworming
- ___ Encephalomyelitis
- ___ Equine health
- ___ Equine pituitary
- ___ 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
- ___ Vacation boarding

Products

- ___ Advantage
- ___ Advantix
- ___ Anipryl
- ___ "Catkins" diet
- ___ Clomicalm
- ___ Cosequin
- ___ 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

Services

- ___ Boarding
- ___ Cryosurgery
- ___ Grooming
- ___ In-house lab
- ___ NAET
- ___ VOM (chiro for pets)

Filler

- ___ A dog's plea
- ___ Black cats
- ___ Cat got your tongue? (animal expressions)
- ___ Cat physics
- ___ Cat purrs
- ___ Cats and catnip
- ___ Chameleons color control
- ___ Collective animal names
- ___ Dog years
- ___ Dog's plea
- ___ 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...
- ___ 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)
- ___ Top dogs
- ___ Top 10 pet names
- ___ Truth about cats and dogs
- ___ We are Siamese... (myth behind their eyes, tail)
- ___ We love our pets!
- ___ What's in a name?
- ___ Where birds spend the winter
- ___ Where do pets come from? (humorous)
- ___ White House pets

Office

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