
How to Write Pet Bios

VIDA Rescue

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GUIDELINES

These are guidelines to refer to when you write bios for pets. Writing a good bio for a pet is incredibly important - it's the first thing that prospective adopters will read about that animal, so we have to make sure that they give the best first impression possible.

- Each bio should be **at least 4 sentences long** - each sentence should have a good bulk of content. However, try not to go over 2 paragraphs (4-5 sentences each). The best would be **4-5 sentences** in one paragraph. Sentences like "Come meet Bruno today!" do not really count in this. Below is a general breakdown of your sentence and what you might include:

Sentence 1: Intro the animal (name, breed, age are the most important + any physical features that accentuate them and/or an outstanding personality feature)

- "Meet Bruno! Bruno is an incredibly sweet 2 year old Plott Hound mix who is an incredibly active dog who loves to go hiking and on runs!"
- "Meet Miley! Miley is a sassy 3 year old Manx cat who has beautiful, striking green eyes and the most adorable poofy tail!"

Sentence 2: Write about their most defining personality feature.

- "Bruno's activeness makes him a wonderful fit for someone who loves the outdoors - we think he'd be happiest with an active family who wants an adventurous dog!"
- "Miley's sass makes her a charming and amusing feline - she loves to walk around and act like she's the queen of the house; for this reason, we do think she'd be better as an only cat." (*this could be good if you also have a cat that's best as an only cat*)

Sentence 3: Add onto the previous sentence's topic or write about the animal's "preferences"/ideal home.

- "While Bruno is an active pup, he also loves to relax and have downtime with his family. He's actually quite mellow and laid-back in personality and would definitely enjoy relaxing evenings after a long hike."
- "We think Miley would do well in just about any home, as long as there aren't any other felines involved - she doesn't mind dogs, and we actually think she'd be a great fit in a home with kids (though she doesn't require it)!"

Sentence 4: Write about any quirks the animal may have OR begin to wrap up your paragraph + closer.

- "Because of Bruno's XL size, we think he'd be best in a home without toddler-aged children, just because sometimes he forgets how big he is! Other than that, we think

Bruno would be a great fit with any family who loves adventures. Bruno is waiting patiently for his perfect forever home to come along!”

- “Miley is incredibly gentle and sweet towards everyone she meets, so we definitely see her as a great candidate to be a family cat! Come meet Miley today!”

CLOSERS: Always end with a nice sentence like:

- “Paisley is patiently waiting for her forever home!”
- “Come meet Paisley today!”
- “Apply to meet Paisley today!”

GENERAL IDEAS:

- Try to include as much as you possibly can. Below, there are ways to do that:
 - If you’re writing about a **playful dog**, you can write: “Bruno would absolutely love a home where he can have lots of playtime - he’s an absolute sucker for playing with his people!” or “If you’re on the search for a playful dog, Bruno is your absolute match!”
 - Doing this is much more interesting than “Bruno is a 2 year old dog who is playful, active, and toy motivated.” Try to help the adopter picture having this dog in their home!
 - If you’re writing about a **playful cat or kitten**, maybe something like: “Teddy is an extremely playful kitten who loves laser pointers and feather toys - he would absolutely love a home where he could play with his people or even have a playmate! We think Teddy would be wonderful for a home with kids or other playful cats and kittens for this reason.”
 - **Active dogs / high energy:** you can include information about them loving to go to the beach or on hikes (what high-energy dog doesn’t?). “Bruno absolutely adores going on long hikes and outings to the beach - we also think he’d be a stellar camping buddy!”
- Try to be creative! We may not include a lot of these small details in the brief bits that we send, but we encourage you to add little details (even if you maybe haven’t met this animal) to help market their personalities!

SPECIAL CASES

Below are some more “special” cases that come up here and there - it will detail how to navigate writing about these special characteristics of certain pets.

Shyness.

CATS/KITTENS: Most cats or kittens are shy because they either grew up without much socialization or they’re still adjusting to the environment at the rescue. So, we need to make this known to people! Below are some examples / references to use when writing:

- “Teddy came to us a little shy and weary of loud noises and fast movements, so we’re looking for a home for him that would be able to work with him to build his confidence and provide an environment that would help in that (so ideally, no young kids who are loud!). Since he’s young, we think he’ll be able to turn around quickly, and we’re already seeing improvements at the rescue. While Teddy may not be an insanely affectionate lapcat once grown up, she has the full potential to be a wonderful, sweet cat.”
 - Generally, **cats who are under 5 months old** and shy are able to become great, affectionate cats, so omit the underlined sentence above if this is the case.
 - **Cats over 5 months old:** you should write that they need time to adjust to a new environment, but they may not be the best fit if you’re looking for an extremely affectionate and cuddly cat.

DOGS/PUPPIES: Dogs or puppies who come to us as shy will likely have come from environments where they weren’t socialized too well. They were likely from the streets or suffered neglect, or they may also suffer from some kind of trauma. Below are examples of how you might navigate writing about this:

- “Bruno came into our care as a pretty shy pup, and we’ve been working with him and helping him come out of his shell. He’s definitely a pup who’s on the quieter side, and as he comes more and more out of his shell, we get rewarded with his wonderful personality that shows through. Bruno’s looking for a home that’s willing to work patiently with him to continue to grow his confidence. He would prefer a home that’s not too loud (so ideally, no loud young kids) and willing to put in the work to help him reach his full potential!”
- **For puppies:** most puppies who are shy are really not that terribly shy - they grow out of this within weeks, but it’s worth mentioning in their bio: “Paisley’s a puppy who’s on the shy side currently - sometimes you may find her tucked in a corner if she feels overwhelmed by her environment, but this is perfectly normal for a puppy in a new, overwhelming environment! Paisley’s searching for a home that can work with her to overcome this - we think this will only take a couple weeks or so for her to really open up, so we think that she doesn’t necessarily need to have no-kids restrictions on her future family. We actually think she would be wonderful in a family with kids, though they will need to know how to help Paisley and work with her current boundaries.”

Medical Conditions. (minor, not debilitating or needing medication)

The medical conditions you might encounter the most would be a bad eye (mostly cats) or some

sort of limp from an old injury. This should apply only to minor conditions that don't affect the everyday lives of these animals significantly. Below are examples of how to write about these animals:

- “Juliet has an eye that suffered an injury previously, but it has completely healed and doesn't bother her a bit! She may need ointment from time to time to help if it ever becomes irritated, but she doesn't require any long-term care for it!”

Senior Animals.

We definitely have senior animals from time to time. Most of the time, these animals are looking for a quieter home where they can settle down. Below is an example of some sentences about these animals (*incomplete, but has elements you could use*).

- “...Since Cosmo is an older dog, he would prefer a quieter, calm home where he can relax - we think that's the best fit for his mellow and laid-back personality. He's a lower energy dog, so he doesn't require a family that can take him on long hikes or running, but he would like some short walks around the neighborhood here and there. But, Cosmo really doesn't ask for much!...”
- “..Cowboy is reaching his prime, so we think he'd prefer a home where there were no other cats or dogs - if there are any cat or dog companions in the home, we think he'd do best with mellower ones! He enjoys alone time from other animals, but he loves to relax and lounge with his people, though we do think he would prefer a home without young kids (too loud for him!). Cowboy's the kind of cat who likes quiet afternoons napping on the windowsill, so a quiet and calm home would be a paradise to him!...”