#### **SHAREABLE EMAIL MESSAGES**

Many of our PARTNERS send an email out to all of their new prospective puppy parents… listed below is an example of how to introduce and inform your new puppy parents that you have officially signed them up for BAXTER & Bella Lifetime MEMBERS ONLY Access **(Other message options are included below)**:

We have really exciting news!

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First of all, CONGRATULATIONS on your decision to become a new puppy parent - it is without any doubt one of the most exciting, most rewarding and most worthwhile experiences we know!

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Moreover, as you are likely already looking forward to the day when you will bring home your new dog, please recognize right now is the very best time to begin preparing for positive pet parenting and productive animal ownership… YES! - even before your canine companion arrives in your home! In fact, one of the more common questions we receive from our prospective pet parents is,

"How do we best prepare for and successfully train our new puppy?"

Obviously this isn't a big surprise as everyone wants a calm, well-mannered and better-behaved family pet, but more often than not, they simply don't know how to achieve this despite the reality that all new puppy parents become full-time dog trainers the day they bring home their new canine companion!

Subsequently then, in a sincere effort to provide our dog families with the proven training methods, materials and other resources beneficial in becoming suitably educated, sufficiently prepared and successfully experienced in positive pet parenting, we have officially partnered with BAXTER and Bella, the online puppy school, and are officially signing you up for their Lifetime MEMBERS ONLY Access!

This exclusive online membership features unlimited use of everything they currently offer, as well as anything they ever add, including the PUPPY PREP curriculum, which is their signature step-by-step training program, as well as lifetime puppy parenting support in order to help with all your training needs as you successfully work to integrate a dog into your family and life. All in all, there has never been a better time to get started and begin enjoying everything available inside MEMBERS ONLY, in addition to the personalized help from their team of passionate puppy professionals as you train your dog to become the canine companion you have been wanting.

What's more, in addition to more than 65 step-by-step lessons, over 100 how-to video demonstrations, printable charts & checklists and the training tips, tricks, tools and techniques that lead to successful puppy parenting, BAXTER & Bella Lifetime MEMBERS ONLY Access also provides unlimited use of their other impressive supporting resources, including LIVE! one-on-one help and online canine coaching classes, training games, field trips and activities, the ability to ask the trainer questions, participate in a forum with others just like you, as well as so much more. Again, everything is included and it's always unlimited, allowing you and your dog to use them as often as is needed and as much as you would like throughout your forever future together!

Further, this online puppy school was designed and developed for new animal owners just like you, guiding puppy parents through the entire process from before your dog arrives, helping you to establish a solid training foundation, detailing how to properly set up your house for success, teaching you exactly what to do and how to do it for optimal outcomes and then providing you and your puppy with a lifetime of unlimited ongoing support as you work toward achieving better animal ownership and experiencing the very best in canine companionship!

In short, BAXTER & Bella Lifetime MEMBERS ONLY Access is all about successfully helping you and your puppy work toward becoming best friends through love and learning and you will be receiving an email from them shortly – if you haven’t already! It will be subject line addressed:

“BAXTER & Bella – Welcome… You can now log in!”

To learn more and get started, click on this link (<https://www.baxterandbella.com/learn-more>) and then watch for your welcome email to arrive soon – (verify it’s not in your SPAM folder).

As always, please let us know if you have any questions and here's to your happy and healthy pet parenting!

Best regards,

(Name)

(Company)

(Contact information)

(Logo)

#### **SHAREABLE EMAIL MESSAGES**

Many of our PARTNERS send an email out to all of their new prospective puppy parents… listed below is an example of how to introduce and encourage your new puppy parents to sign up for BAXTER & Bella Lifetime MEMBERS ONLY Access using your unique discount code **(Other message options are included above & below)**:

We have really exciting news

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First of all, CONGRATULATIONS on your decision to become a new puppy parent - it is without any doubt one of the most exciting, most rewarding and most worthwhile experiences we know!

​

Moreover, as you are likely already looking forward to the day when you will bring home your new dog, please recognize right now is the very best time to begin preparing for positive pet parenting and productive animal ownership… YES! - even before your canine companion arrives in your home!

In fact, one of the more common questions we receive from our prospective pet parents is,

"How do we best prepare for and successfully train our new puppy?"

Obviously this isn't a big surprise as everyone wants a calm, well-mannered and better-behaved family pet, but more often than not, they simply don't know how to achieve this despite the reality that all new puppy parents become full-time dog trainers the day they bring home their canine companion!

Subsequently then, in a sincere effort to provide our dog families with the proven training methods, materials and other resources beneficial in becoming suitably educated, sufficiently prepared and successfully experienced in positive pet parenting, we have officially partnered with BAXTER and Bella, the online puppy school, and are now able to officially offer all of our pet parents an instant 25% savings on their Lifetime MEMBERS ONLY Access.

This exclusive online membership features unlimited use of everything they currently offer, as well as anything they ever add, including the PUPPY PREP curriculum, which is their signature step-by-step training program, as well as lifetime puppy parenting support in order to help with all your training needs as you successfully work to integrate a dog into your family and life. All-in-all, there has never been a better time than right now to join BAXTER & Bella and begin enjoying everything available inside MEMBERS ONLY, in addition to the personalized help from their team of passionate puppy professionals as you train your dog to become the canine companion you have been wanting.

What's more, in addition to more than 65 step-by-step lessons, over 100 how-to video demonstrations, printable charts & checklists and the training tips, tricks, tools and techniques that lead to successful puppy parenting, BAXTER & Bella Lifetime MEMBERS ONLY Access also provides unlimited use of their other impressive supporting resources, including LIVE! one-on-one help and online canine coaching classes, training games, field trips and activities, the ability to ask the trainer questions, participate in a forum with others just like you, as well as so much more. Again, everything is included and it's always unlimited, allowing you and your dog to use them as often as is needed and as much as you would like throughout your forever future together!

Further, this online puppy school was designed and developed for new animal owners just like you, guiding puppy parents through the entire process from before your dog arrives, helping you to establish a solid training foundation, detailing how to properly set up your house for success, teaching you exactly what to do and how to do it for optimal outcomes and then providing you and your puppy with a lifetime of unlimited ongoing support as you work toward achieving better animal ownership and experiencing the very best in canine companionship!

In short, BAXTER & Bella Lifetime MEMBERS ONLY Access is all about successfully helping you and your puppy work toward becoming best friends through love and learning and we really encourage it! To learn more and get started, click on the link below and remember in order to receive your 25% instant savings, you must enter discount code **SAMPLE** at checkout: **https://www.baxterandbella.com/learn-more**

As always, please let us know if you have any questions and here's to your happy and healthy pet parenting!

Best regards,

(Name)

(Company)

(Contact information)

(Logo)

#### **SHAREABLE EMAIL MESSAGES CONTINUED**

Here is a message option for past families or others not soon picking up a new puppy…

We have really exciting news!

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In a sincere effort to provide our dog families with the proven training methods, materials and other resources beneficial in becoming suitably educated, sufficiently prepared and successfully experienced in positive pet parenting, we have officially partnered with BAXTER and Bella, the online puppy school, and are now able to officially offer all of our pet parents an instant 25% savings on their Lifetime MEMBERS ONLY Access.

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### [https://www.baxterandbella.com/learn-more](https://www.baxterandbella.com/learn-more" \t "_blank)

As always, please let us know if you have any questions and here's to your happy and healthy pet parenting!

Best regards,

(Name)

(Company)

(Contact information)

(Logo)

#### **SHAREABLE WEEKLY UPDATE MESSAGE**

Many of our PARTNERS send a weekly update email to future puppy parents – include this at the bottom of the email:

TRAINING – We have worked very hard to start your puppy off on the right paw! BAXTER & Bella’s Online Puppy School provides a seamless transition from our home to yours by educating you how to train and interact with your puppy to get the best possible results. Not only will you learn the skills you need to be successful, but your puppy will learn incredible manners and behaviors as well! The program is set up for you to complete the first two units BEFORE your puppy comes home so we recommend signing up right away. Amy helps you set up your home, get your family all on the same page and teaches you exactly what to do the second your puppy arrives for optimal training success. Check it out at…

[https://www.baxterandbella.com/learn-more](https://www.baxterandbella.com/learn-more" \t "_blank)

And Remember to use Discount Code SAMPLE at checkout for an instant 25% savings – an incredible value on their lifetime membership). We recommend this on top of group classes. It's a phenomenal resource.

#### **SHAREABLE SOCIAL MEDIA MESSAGE**

Moreover, **WE NEED YOUR HELP!** In addition to sharing BAXTER & Bella and all of it’s incredible resources with your puppy parents, we would love for you to help us connect with other potential PARTNERS just like you! Family, friends and industry colleagues who you think would see the value in what we have to offer and by personally recommending they look us up – don’t worry we will reward you for helping us add them our PARTNERS Family with a nice referral bonus!

Additionally, we also ask you to show us some social media love, helping us spread the online word about BAXTER & Bella and introducing others to our ongoing efforts of keeping more dogs in loving homes where they belong. As such, we sincerely ask you to consider posting the following message everywhere you can with the included PARTNERS Logo, and don’t forget to tag us in your post for a chance at winning some super sweet stuff – thanks for your help!

We are super excited to announce we have officially partnered with BAXTER & Bella and their exclusive online puppy school, providing pet parents Lifetime MEMBERS ONLY access to everything needed to achieve better animal ownership and experience the very best in canine companionship – If you are a dog owner, we totally recommend you give them consideration and when you enter Discount Code SAMPLE at checkout, you will instantly save on all of their awesome goodness!

#### **SHAREABLE LINKS**

Learn more page – great for first-time visitors:

<https://www.baxterandbella.com/learn-more>

Home page – great for returning visitors:

<https://www.baxterandbella.com/>