



Pup Profile Cheat Sheet

A marketing tool to help you promote your foster dog's progress



DAILY ROUTINE

♥ Wake-up:	
♥ Breakfast:	
♥ AM activities:	
♥ PM activities:	
♥ Dinner:	
♥ Evening:	
♥ Bedtime:	(time and place)
Also make note of:	
♥ Exercise:	(frequency and duration)
♥ Potty progress:	schedule and habits

FAVORITE TOYS

- ♥ Make note of types of toys and how your pup plays with them



FAVORITE ACTIVITIES

- ♥ Examples can range from being pet, cuddling, going for walks, social interactions with people or other pets



BEHAVIORS

- ♥ Examples like barking, friendliness with strangers on walks or visitors to the house, interactions with other animals in the home or on walks, etc.



POTTY TRAINING PROGRESS

- ♥ Many rescue dogs may have had inconsistent training in the past or experienced setbacks in shelters. Your foster dog's progress will evolve as you work on housetraining.
- ♥ Make note of the tools, timing and techniques you're using for potty training. For example: schedule, journaling, training pads, bell, treats, etc.
- ♥ Check out these FDR resources for potty training!
 - **Housetraining 101 – Setting your dog up for success**
 - **Housetraining Progress Quiz – Track your progress so far**



HOUSETRAINING TIP

Use a grading system to help convey that progress consistently in your marketing efforts.



- ☐ **Excellent:** Your dog is well on their way to being fully housetrained! Keep up the great work.
- ☐ **Good:** You're making good progress, but there's room for improvement in certain areas.
- ☐ **Needs Improvement:** Focus on consistency and addressing weak spots in your training routine.
- ☐ **Poor:** Assess your approach and consider seeking guidance from professional resources.

HEALTH & WELLNESS

- ♥ Appetite
- ♥ Type and volume of food and treats
- ♥ Medical conditions and medications
- ♥ Energy level



PERSONALITY TRAITS

- ♥ Emotions and expressions
- ♥ Reactions to environmental stimuli (for example: doorbell, vacuum cleaner)
- ♥ Attention-seeking behaviors



IDEAL HOME ENVIRONMENT

♥ **Home environment:** Is a structured, predictable daily routine is essential? Or is a loose, flexible day to day routine just fine?

♥ **Level of activity:** Family on the go go go or more of a relaxed lifestyle?

♥ **Noise tolerance:** A quiet home without excessive noise or raucous and unpredictable?

♥ **Outdoor access:** Consider yard and exercise requirements. Some dogs need a fenced yard. Other dogs require regular walks so a location near safe walking areas would benefit them.

♥ **Other pets:** Some dogs tolerate other pets in the home. Others do not. Be sure to share your foster pup's behavior around other pets.

♥ **Attention needs:** What kind of attention does your foster dog need and seek? Some dogs are drawn to one person and seek constant attention and reassurance. Others are equal opportunity companions, happy to share their love with anyone in the family.