

*Diane Wallace*

# 4Ds COPYWRITING

WRITING FOR YOUR PET

## *Care of Your Client is Our Business*

**Client:** Pet Health Industry & Pet Owners

**Project:** E-book and Direct Mail – *Effect of the Ketogenic Diet on Seizure Pets*

**Objective:** Educational Study

Extensive studies on a veterinarian ketogenic diet, within the scope and time length recorded in this booklet, is a first to my knowledge. My pet's neuro-veterinarian suggested it in 2002. I worked in close collaboration with Dr. Anne Chauvet while researching and documenting the information. This booklet records Bear's improvement. It will be available as an e-booklet as well as in print.

The components of this package consist of an approximate 45-page booklet, which highlights the diet, complexities, principles, triggers, dosing strategies, fasting concept, weight suggestions, and care guidance given to Bear, a refractory seizure boxer. The price is estimated at \$59 depending on final printing charges with an additional charge for shipping and handling, most likely \$9.95. There will be a condensed tickler freemium for lead gen.

The piece is in its final editing with an estimated publication of early 2018. The target audience are Veterinarians, Vet Neurology, and pet websites dealing with or interested in health issues for pets.

**COPY CLOSE-UP 1** People will go to extraordinary lengths for the health of their pets, and in 2017, the pet industry reported spending a record high of over \$69.36 billion for ownership, products, and care (estimate from the American Pet Products Association-APPA). This booklet gives families with seizure pets a resource to provide an alternative, or help cut back, on the use of prescriptions with a more natural approach to seizures. Diet, weight control, periodic fasting, special dosing, trigger-aura observations, and postictal information is included. There are guidelines to help with proper seizure care, doctor-supplied vaccine information, and loads of valuable advice.

**COPY CLOSE-UP 2** The copy in this booklet very quickly pulls the reader into the story by showing how, Bear the boxer, started his lifelong illness with epilepsy at the unusually young age of 7-months-old. It shows a quick then steady decrease of seizures over the years, in great part due to the ketogenic diet, with his natural death at approximately 10-years of age. Charts and visuals give additional information to the reader, helping explain the diet by way of concepts, labels, story connections, and graphic corroboration.

**COPY CLOSE-UP 3** Not only does the reader have an easily laid out and calculated study guide of "What to Do" but also "What not to do." Included in the booklet are explanations, contributed by **Dr. Anne Chauvet DVM, DACVIM**, on conventional treatments, both past preparations and newer medications. This can bring clarification to those who are not familiar with the disease and might help during the diagnostic period to provide guidance in the course humans want to take.



Epilepsy is the most common neurological disease in dogs, affecting most breeds. Almost 20% to 30% of dogs receiving standard therapy remain uncontrolled. Often, the antiepileptic drugs (AED) won't do, and almost 1/2 of dogs with epilepsy have drug resistant epilepsy. —

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*4D's*

**"This booklet is a must read for anyone who has a pet or works with pets afflicted by refractory seizures. I am honored to have been part of this road with Diane and Bear."**  
**Anne Chauvet, DVM, DACVIM Neurology Certified Neurosurgery Certified Arthroplasty**  
[www.veterinaryneurology.net](http://www.veterinaryneurology.net)