EVERGREEN BLOGS

Remember, blogs are for veterinary CLIENTS, not veterinary journals. Simple topics, often based on common questions clients ask, will work best. "Evergreen" content, or content that is always relevant, is an ideal base for your blog. Below you'll find a list of "evergreen" blog topic ideas to get you inspired!

HEADLINE TYPES:

1. NUMBERS (5 QUESTIONS TO ASK BEFORE BOARDING)
2. HOW-TO (HOW TO CHOOSE A SAFE KENNEL)
3. EXPERT (A LOCAL VET REVEALS KENNEL SAFETY TIPS)
4. TRUTH/SECRETS (THE TRUTH ABOUT DOGGY DAYCARE)
5. QUESTIONS (HOW DO I PICK THE RIGHT KENNEL?)

TOPIC EXAMPLES:

General Wellness & Care
-Basics of Caring for a New Puppy/Kitten
-What Vaccines Does My Puppy/Kitten Really Need?
-Veterinarian Reveals The Vaccines Adult Dogs REALLY Still Need
-Potty-train Your Puppy in 4 Easy Steps
-The Secret to Getting Your Cat to Stop Scratching Furniture
-The Truth About Crate-Training
-How To Introduce a New Puppy/Kitten to Your Pets

Food & Nutrition
-What Vitamins or Supplements Does My Pet REALLY Need?
-How-to Choose a Joint Supplement for Your dog/cat/horse
-Choosing the Best Food for Your Dog/Cat/Puppy/Kitten
-The Truth About Safe Fruits & Veggies for Dogs/Cats
-(Your Town) Veterinarians Reveals The Secrets of Raw Food Diets
-How-to Read Pet Food Labels
-How Much Should I Feed My Pet?

Parasite Prevention
-What is Heartworm/roundworm/hookworm/tapeworm/etc?
-How Common is Lyme Disease in (Your Town)?
-The Truth About Giving Heartworm Prevention in The Winter
-What's The Safest Flea/Tick Preventative?
-How Can I Tell If My Pet Has Worms?

PASTOR BLOG BRAINSTORM

PASTOR is a copywriting tool that you can use to outline your blog. It's not the full blog - you'll need to add "filler." However, it gives you a convincing structure to write you words in to help convert business!

THE BASICS:

P: PROBLEM | WHAT IS THE ISSUE A CLIENT IS FACING?

A: AMPLIFY | WHAT WILL HAPPEN IF THEY DON'T SOLVE IT?

S: SOLUTION | THE SOLUTION YOU OFFER

T: TESTIMONIAL | STORY OR FACTS TO SUPPORT YOUR SOLUTION

O: OFFER | WHAT ARE YOU OFFERING TO THEM?

R: RESPONSE | HOW CAN THEY GET IT?

PUT IT IN ACTION!

P: _____
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GET SMART WITH GOALS!

You need a goal if you're going to get results! SMART goals allow you to have something that is measurable, and it is something you can base all of your content around.

Snout
SCHOOL

THE BASICS:

S: SPECIFIC – GET DOWN TO THE NITTY GRITTY!
M: MEASURABLE – HOW WILL YOU MEASURE IT?
A: ATTAINABLE – 15-20% GROWTH IS USUALLY REASONABLE.
R: RELEVANT – DOES IT ACTUALLY HELP PETS & THE CLINIC?
T: TIMELY – PUT A TIMELINE/DEADLINE ON IT!

PUT IT IN ACTION!

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