

WRITING SAMPLES: INVISIBLE FENCE

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Good news for you, your pet and the little gnome, too.

Invisible Fence® Brand Outdoor Shields solutions welcomes you and your pet into the great outdoors—no leash required



<callout>**What ensues is either cute, frustrating or horrifying—depending on whether you’re a casual observer, a gardener or a bird.**</callout>

In forty years of business, we’ve heard innumerable pet stories. But there’s one that seems to recur, like clockwork, around springtime every year. Typically, it involves a puppy, a door left slightly ajar and either a freshly pruned bed of perennials or a bustling bird bath.

What ensues is either cute, frustrating or horrifying—depending on whether you’re a casual observer, a gardener or a bird.

Back to the great outdoors

But it wasn’t out of gnome-ly obligation to the garden that we first arrived at the idea of Outdoor Shields® solutions—and it wasn’t an attempt to save the birds, either (though bird lovers we are). No, the team at Invisible Fence® developed Outdoor Shields® solutions for the same reason we developed the original Invisible Fence® Containment system—so your favorite four-pawed friend could have the yard back.

At that time, the idea of yard containment that inspired the original Invisible Fence® Brand Fencing solution was working perfectly—reports were coming in left and right of relieved owners who never realized the stress they’d been under due to a busy road or a crowded neighborhood. But the springtime stories were nagging us. “Containment” suddenly was not the whole picture of outdoor freedom and safety for pets—not when you add swimming pools, tool sheds, gardens, and ponds to the mix.

The idea of avoidance only arose when we put together the amusing puppy stories with the revelation that our Traditional Containment technology could be adapted to another purpose. The same Computer Collar® unit that so successfully acclimated our pets to an invisible boundary around the play area could help them navigate hazards within that area as well.

Our promise

Today, Outdoor Shields® solutions are a completely integrated part of the family of Invisible Fence® Brand solutions. That means when you buy one of our two elegantly designed Outdoor Shields® products—the Shields® unit for small areas like an herb garden or pond, and the Shields® Plus unit for large spaces like a shed or swimming pool—not only do you get personalized attention from one of our certified pet trainers, but you can also count on professional installation that ensures your pet’s new play area is precisely the way you imagined it.

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A special offer

So, what do you say? Ready to leave the leash behind and transform your yard into the great outdoors your pet dreams of?

Backed by a 99.5% success rate and a one year money-back guarantee, Outdoor Shields® solutions is a risk free. Mention this article and Invisible Fence of the Tennessee Valley and receive \$100 off installation or a free pet care solution for inside your home.

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Copy for brochure update for Invisible Fence® Brand's Perfect Start Plus Training program.

June 2015

Perfect Start Plus Brochure

[front/panel 1]

<h1>Rules.</h1>

Few of us really like them. Even fewer like to be blindsided by them. Animals, no doubt, feel the same way.

Your pet's safety and happiness were at the forefront of your mind when you bought an Invisible Fence® Brand solution. But first things first: you've got to lay down some ground rules.

And for that, you need a Perfect Start™ .

[panel 2]

<h1>Results in Your Home, with Your Pet—Guaranteed.</h1>

If you are adopting an Invisible Fence® Brand solution for the first time, there's a lot of things to consider: installation, boundary placement, testing, correction levels, collar fitting, training, monitoring . . . With so many variables to consider, it can be easy to forget why you started: a healthier, happier environment for both you and your pet.

That's why we developed PerfectStart™ Plus Training—to make sure you actually get to enjoy the new freedoms you set out to achieve.

<h2>Did we mention it's guaranteed?</h2>

The beauty of PerfectStart™ Plus Training is that it takes the guesswork out of your investment Invisible Fence® Brand solution. Safely, gently, and surely we'll introduce your pet to the new rules of the house.

And here's why it's almost certain to work.

[panel 3]

<h1>The Discovery</h1>

[INSERT image the invokes field research, exploration, science, lab work, etc.]

The method behind PerfectStart™ Plus was developed in cooperation with professional animal behaviorists from across the United States who set out to uncover the core steps that would predictably acclimate pets to electronic containment boundaries with minimal stress.

Their research culminated in the 4-step PerfectStart™ Plus Training Protocol—which today has become the magic formula for Invisible Fence® Brand’s team of PerfectStart™ Plus certified trainers who maintain a 99.5% success rate over 40 years with pets across the country.

[insert “99.5% success rate over 40 years” seal]

[panel 4]

<h1>What you get with Perfect Start™ Plus</h1>

<h2>Personalization</h2>

PerfectStart™ Plus Training begins with you—your yard, your home, your pet, your preferences.

- *Adaptive Assessment.* Our professional trainers start by building trust with your pet and then see how your pet responds to each session, customizing training specifically to your pet’s temperament and progress.
- *Integrated Installation.* From the first day of installation, your Invisible Fence® Brand dealer, PerfectStart™ Plus certified trainer, and Invisible Fence® Brand installation expert collaborate and share information in order to guarantee that your Invisible Fence® Brand solution is integrated to your specific needs—indoors or outdoors, one pet or multiple.
- *Customizable Technology.* Thanks to a collaborative relationship with your Invisible Fence® Brand dealer, your PerfectStart™ Plus certified trainer will arrive at your home on installation day equipped with a set of advanced tools that are fully customizable to your yard, home, pet, and preferences.

[Insert icon representing digital report card] *Did you know?* Invisible Fence® Brand’s digital report card tool was developed in response to extensive work with pets adopted from animal rescues. Many of them exposed to abuse early in life, these pets would often comply quickly with a direct command only to act out in private. Discovering a way to monitor pet behavior “at recess” thus became critical to training success. The digital report card allows your Perfect Start™ Plus certified trainer to detect any “boundary play” during off hours, ensuring that you always have a complete picture of your pet’s progress.

<h3>Thoughtfulness is our custom</h3>

“I have been an Invisible Fence® Brand client for approximately 20 years. The product delivered to the client is based on custom assessment of needs and thoughtful consideration of costs. The product is installed with promptness, accuracy, and assurance that service is a phone call away!”

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[panel 5]

<h1>What you get with Perfect Start™ Plus </h1>

<h2>Expertise</h2>

PerfectStart™ Plus Training is so effective because it's set on a broad base of experience—in the laboratory, the classroom, and the field.

- **Legacy of success.** As proud as we are of being the originators of pet containment technology, our 40+ years in the field and 99.5% success rate training real pets is our greatest badge of honor. Our certified Perfect Start™ Plus trainers are here because they've risen to that challenge.
- **Checks and balances.** The branches of the U.S. government are designed as a system of checks and balances. Why shouldn't we be? Our Perfect Start™ Training Protocol has been reviewed by applied animal and veterinary behavior and training experts and found to be scientifically sound, ensuring that your pet learns their boundaries without fear or distress.
- **Deep network.** Nothing demonstrates longevity and care like a tight-knit community. Invisible Fence® Brand's network is the result of both the mature age of our company and the standards of care and professionalism we've sought to uphold in all our partnerships. Your Perfect Start™ Plus trainer draws from a pool of knowledge from our extensive network of consultants, developers, dealers, certified trainers and installation experts.

[insert map graphic] *Did you know?* According to a large national sampling, more than 80% of all veterinarians and staff who own electronic pet containment systems own an Invisible Fence® Brand solution.

<h3>When DIY won't do</h3>

"When my clients tell me they are considering a do-it-yourself system, I encourage them to reconsider and call the Invisible Fence® Brand Dealer. I have five dogs, including a Husky, on the system and couldn't be happier with the product and service."

- Joyce Carnevale, DVM-ABVP, Paw Creek Animal Healthcare

[panel 6]

<h1> What you get with Perfect Start™ Plus</h1>

<h2>Training</h2>

PerfectStart™ Plus Training is the foundation that secures years of value from your new Invisible Fence® Brand solution and guarantees years of safety and happiness with your pet.

- **Certified excellence.** Every Certified Perfect Start™ trainer has completed extensive online training and passed a "hands-on" evaluation of specific skills to implement Perfect Start™ Training Protocol correctly.
- **Field tested ideas.** In tandem with their course work, every Perfect Start™ Plus certified trainer has followed an experienced Perfect Start™ Plus certified trainer to see the principles and protocol being implemented on real pets in the field.

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- *Proven methodology.* Without a curriculum the results of one trainer would be lost on the next. Our 4-step Perfect Start™ Training Protocol has been reviewed by applied animal and veterinary behavior and training experts and found to be fundamental, adaptable, and scientifically sound--ensuring a focus is always on your pet, not on a formula.

<h3>The right mix</h3>

"The key, as I see it, is the combination of training with technology. You must have that right combination for a system such as this to work."

- Dr. Peter Eeg, DVM, Poolesville Veterinary Clinic

So what's our secret?

[panel 7]

<h1>Our Recipe for Success: The 4-Step Training Program</h1>

[Set as a chart, with arrow icon scheme below]

[One arrow going out from trainer to pet] *Evaluate.* Getting to know a new neighbor takes time. The same goes for pets. Generalizations, first impressions, and context clues can help, but they're not the best behavior predictors. We take time to understand your pet's unique personality and temperament to learn what triggers unwanted behavior.

[Two arrows, one going out from trainer one coming back from pet] *Adjust.* What worked with your first born child, doesn't necessarily work with your second or third. Similarly, your pet's temperament is a major factor in how they'll respond to correction. We set your pet's Computer Collar® to gently, safely, and effectively encourage new behavior patterns.

[Many arrows going out from pet in all directions] *Practice.* We're not all auditory learners. Some are visual, some kinesthetic. For pets, too, seeing, hearing, smelling, tasting, and touching can all be integral parts of learning. Our training techniques work with and incorporate your pet's natural curiosity and healthy habits to interactively establish safe areas in and around your property.

[Two or three arrows in a circle of life] *Affirm.* When it comes deep reception and learning, luck has nothing to do with it. We affirm that the training was successful so that, even when tempted, your pet will stay safe and well behaved.

<h3>Another convert!</h3>

"The training seemed silly and a waste of money at first but after seeing them work with Ozzy and seeing the benefits that training provided I am convinced that the training is critical to the success of the system. From sales, to installation, to training, to support, and to service, it is a total package with an outstanding product. Invisible Fence® Brand is one of the smartest choices that we made when getting our new puppy. We recommend it to anyone."
-Jeff & Heather, Livonia, MI

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Call 1-800-578- 3647 to schedule a no-obligation. For more information, visit www.invisiblefence.com.