

NOTE: THE FOLLOWING IS NOT A REAL COMPANY. THIS IS A SAMPLE EMAIL WITH A SALES LETTER FOLLOWING.

PRODUCT: Puptastic Naturals

[Email Subject Line] Are You Unknowingly Killing Your Dog?

Dear Dog Advocate,

Do you love your dog?

Of course you do. You want him to be healthy and happy.

And when he's sick, you take him to the vet. Because you care.

Maybe the vet gives him needed medicine that handles the problem right away. Happy dog, happy dog parents.

Sometimes, though, that short-term malady keeps coming back. Or your beloved pet gets a much more serious physical problem. In fact, more and more, dogs and other pets are on a steady diet of medications.

Skin problems. Stomach problems. Arthritis. On and on.

But what's a pet parent to do? You love your dog with all your heart and do not want to see him suffer. You want him to be happy and healthy!

Well, as a holistic veterinarian, I'm here to tell you there is MUCH you can do right at home to keep your beloved pet healthy and take great strides to ensure he's with you for many years to come.

[LINK](#)

It's in the food he eats.

And since your dog can't shop and fix his own meals and treats, he's looking to you to do that for him.

Listen. Just like people, when it comes to feeding your pet, it's garbage in/garbage out. It's a no brainer that when your dog eats healthy, natural food, his body is being given one of the best, front-line protections against free radicals, disease-causing chemicals, and energy-robbing contaminants.

But what exactly IS that perfect food? How do you know that what you're feeding him is good and healthy?

In an ocean of "healthy" pet foods, many of them contain not-so-natural ingredients. The name may contain the word "Natural", but that is not always the case, and the ingredients can still include pesticides and other chemicals.

Pet food recalls are the norm, even with those companies who promote they provide natural, healthy ingredients.

Who can you trust?

Unhealthy fillers not only offer no nutrition, they often CAUSE problems - even serious illnesses! When you know what to look for, you can eliminate them.

It can be very confusing to know which treats you should be buying and feeding your pet.

That's why you should take just a few minutes to find out what exactly "natural" and "organic" SHOULD mean and how you find it.

[LINK](#)

If you want to feel confident about your choice of dog treats, if you want to take charge of your pet's health and longevity, [find out right now how you can.](#)

You are taking a giant step toward providing your pet with healthy treats because you know and trust the ingredients. I know I do.

(You can also order directly from here. Just [access the Order Page](#) and see our 100% MONEY-BACK GUARANTEE!)

Sincerely,

Michael Starns, DVM

[Main Page]

**YOUR DOG DEPENDS ON YOU TO KEEP HIM HEALTHY.
HOW DO YOU KNOW HIS TREATS AREN'T A TICKING TIME BOMB AND
MAKING HIM SICK?**

Dear Concerned Dog Lover,

Your dog is more than a pet – he's part of your family. You think about him during the day while you're at work. You include him in many activities, such as riding in the car with you, going on vacations, taking him for walks or jogs. You take him to a vet for regular checkups. You make sure he's got a warm, comfy place to sleep. You include him in family pictures.

And just as you care about his happiness, you take care that what you feed him is healthy. When you care about your pet as much as yourself and the rest of your family, you go the extra mile to get him the best nourishment you can find.

And you worry when he's not eating well, seems too tired, or worse, gets sick.

But how do you really know what your feeding him IS the best, the most healthy?

- When you read the ingredient label on his food, does it show that ALL the ingredients are natural?
- Where do they come from?
- Are they imported from another country?
- How can you determine the food quality standards used?
- What about fillers, sugar and fat content?

Alarming Pet Food Recalls

I'm not sure you are aware, but dog food recalls are prevalent in the U.S. In January 2013, the FDA reported there were 500 dog deaths related to dog treats made in China. That number is an increase from 2012, where there were 360 dog deaths. And there were a reported 3,243 dog illnesses related to the treats.

Mold has been reported in some dog biscuits due to varying dryer temperature settings, causing gastrointestinal problems, such as diarrhea.

Then there's the recalls due to Salmonella bacteria as well as antibiotic residue.

Records show that many of these contaminants originate in other countries, because that's where many of the U.S. companies process their pet foods. (And where WE can't regulate them!)

Something Can Be Done About It!

Let me introduce myself. My name is Jerry Glover, and I along with my wife Tammy, are the founders and owners of Furry Friends Natural Products here in beautiful Grayslake, Illinois. We make – in our own kitchen – natural food products for pets.

Oh – the rest of our family consists of our beloved three dogs, who are our inspiration: Goldie, Rascal, and Ginger. They are such an integral part of our family, and we were (and are) determined to provide them the best in delicious nutritional treats that can be found anywhere.

After many years of research, trial and error, and – frankly – frustrating results trying to easily find a dog treat that was truly natural, certified organic, economical, and made completely here in the U.S., we decided to make our own.

Our line, Puptastic Naturals, is our premier dog treat product, made in our own kitchen, naturally, organically - right here in the nation's heartland. And we've been making them continuously since 1990.

We inspect the ingredients ourselves!

We traveled the entire Midwest, visiting every organic farm on the map and talking with the farmers. We walked the fields ourselves, handpicked produce and independently had it examined for no-pesticide, no-chemical certification.

Once we were satisfied with the 100% organic validity of the produce, we did the same thing with the independent ranches raising dairy, livestock, and poultry.

Again, they had to comply with the strictest standards of The National Organic Program (NOP), which administers the final rulings regarding standards for organic farming and raising livestock.

In other words, every single ingredient in our Puptastic Naturals dog treats is organic and natural. There are absolutely NO chemical preservatives. NO artificial flavors or colors. None. Nada.

Studies show that these additives contribute to poor nourishment, illness and disease. When your pet does not have these unnatural ingredients invading his body, he will enjoy a longer, healthier, and happier life!

And that means he will be a vibrant companion to you and your family for years to come.

Factors you should know

Here are some important factors you should know about how we create Puptastic Naturals:

- We make sure there is no corn used in our product. Corn is not an ingredient that dogs eat on their own. It is hard to digest and has been known to lead to allergies. In many pet foods, corn is used as filler. We don't need to put fillers in our pet food. Our main ingredient is meat, which is what dogs need the most, and all the organic meat comes from chicken, turkey, lamb, liver or beef.

- Since we use no fillers, each and every treat is packed with nutrition. This gives the maximum nutrition for every part of your dog's body. He will exhibit increased energy and look healthy.
- Other ingredients include more protein from eggs, brown rice and potatoes for starch, and carrots, green beans, pumpkin and sweet potato for the extra nutrients they provide as well as fiber.
- Our treats are kitchen-made, not processed in some large factory. With the right recipe, you could make them yourself in your own kitchen. Just like the food you prepare for your family, Puptastic Naturals are made with love in our kitchen!
- You never have to worry about the safety of our ingredients, because every ingredient is people-food quality, and since we make it ourselves in our own kitchen, there is nothing in our wonderful treats that a human could not eat too!
- Because Puptastic Naturals use farm-fresh ingredients, your pet is getting nourishment that is as close to nature as you can get. He will show you how good he feels with his wagging tail every time you give him one!
- We are excited to offer five different flavors: chicken, turkey, lamb, liver, and beef. With all of these choices, it's a sure bet that your pet is going to love at least one of them. And by what our customers say, most of their pets like ALL of them. So your dog won't get bored and will keep eating them as his treats and rewards.
- Each flavor is baked with loving care in a "people food"-quality kitchen that exceeds the standards of the FDA and the AAFCO (Association of American Feed Control Officials).
- The 32oz size ensures you don't have to run to the store as often (or order online!). Each bag will last the average size dog about 1 month. You don't have to buy lots of small packages, and you won't have to store multiple packages or too heavy, large bags.
- Our treats contain vitamin E, which has the same benefits for dogs as it does for humans. Since it's an antioxidant, it destroys free radicals in the body. Pollutants, preservatives and chemicals in the environment can cause this condition. When free radicals are allowed to run rampant in the body, they cause it to age faster and become more susceptible to illness.
- Vitamin E is also a natural preservative. Our organic products stay as fresh as possible during shipping and storage.

- An additional benefit is your dog's coat won't be as dry and as a result, will feel softer and look much more glossy!
- Our Puptastic Naturals have *never* been recalled – EVER!

We ship worldwide!

- Since we produce a specialty item, it can only be found in finer, boutique pet retail stores, or online. If your favorite pet store near you doesn't yet carry Puptastic Naturals treats, your order is just a click away! You can have Puptastic Naturals Dog Treats shipped anywhere in the world!

So you see, if you really care about your pet (and we know you do), you either have to take your chances with what you get at your local grocery store or pet warehouse, make treats yourself, or find a trusted source that makes the best treats available anywhere on the planet.

(Did we mention that dogs LOVE the taste?)

Here's what our satisfied customers have to say:

The vet said our 10-year old Shepard was naturally slowing down a little. But when we started feeding her Puptastic Naturals treats, we noticed in a short time she was definitely more energetic. Now she keeps up with me on our walks instead of lagging behind. Thank you, Puptastics! Carol M.

We have used your Puptastic Naturals treats for all our dogs over the last ten years. All I can say is that they STILL love them and have been the greatest training tools! John Z.

The vet told us our beloved dog was suffering from joint swelling and wanted to give her medication. Instead, I researched and found out how corn in dog food can cause that. Within two weeks of using your corn-free treats, Sofie has had a complete turnaround. She goes up and down the stairs effortlessly! Even our vet was amazed. We are so thankful for your product! Kay T.

We started out our new puppy with your treats as a training tool. Because he loves them so much, they've been the perfect reward! Good dog! George B.

So, not only can you totally trust the wholesome, natural, organic goodness of Puptastic Naturals dog treats, you can be assured your dog will love the taste and thank you over and over. How? By wagging that tail, showing off that glossy coat, and exuding healthy energy and his undying loyalty to you.

How Do You Get Puptastic Naturals Dog Treats?

Ok, so here it is. Through this promotion, you can get a 32oz bag of Puptastic Naturals Dog Treats for a special offer of \$10.99, normally \$16.99!

But that's not all!

You will ALSO receive a FREE Trial Sampler pack – a \$20.00 value! The sampler will contain five treat pouches showcasing each of our five flavors – chicken, beef, liver, lamb and turkey! Try them all!

We guarantee that if for any reason you (or your pet) are not satisfied with Puptastic Naturals Dog Treats, you will receive a 100% refund. No questions asked.

Just [Click Here](#) to access your order form. As soon as you place your order, your pet's fantastic treats will be at your doorstep in a few short days. Order today!

We look forward to welcoming you to the Furry Friends Natural Products family! We are excited that you have finally found the best natural dog treats you can find anywhere. And if, at any time, you would like to comment or ask any questions, you can call us here in the heartland anytime Mon – Fri 8am to 5pm CST at 888-888-3333 or email us at PuptasticNaturals@server.com.

Sincerely,

Jerry and Tammy Glover

P.S. Extra Bonus! If you order your pet's Puptastic Naturals Dog Treats before midnight tonight, we will include in your order, FREE, our Snack-On-The-Go bag with a built-in Velcro fastener that prevents spills – a 10.00 value! Don't delay! We only have a limited number.

ORDER NOW!

[Order Page]

ORDER FORM
No-Risk Guarantee!

_____ Yes! I absolutely want my dog to have the BEST, most natural, chemical and preservative-free, organic dog treats available anywhere! Please send me a 32 oz bag of Puptastic Naturals Dog Treats for \$10.99 (normally \$16.99). I understand I will also

receive my Trial Sampler pack for FREE (a \$20.00 value!) so my pet can try all five flavors.

I choose one of the five following flavors for my 32 oz. bag of Puptastic Naturals Dog Treats:

- ___ Chicken
- ___ Beef
- ___ Liver
- ___ Turkey
- ___ Lamb

___ BONUS! I am ordering my Puptastic Naturals Dog Treats on or before midnight. I will ALSO receive my FREE Snack-On-The-Go bag with built-in Velcro fastener, a \$10.00 value.

I understand that if for any reason I am unhappy with Puptastic Naturals Dog Treats, I am guaranteed a 100% money-back guarantee. All I have to do is [CLICK HERE](#) to make my request, or call 888-888-3333 and speak with a representative. We are available M-F, 8am to 5pm CST. And if I do request a refund, I can keep my Bonus Snack-On-The-Go bag.

PERSONAL INFORMATION

First Name:

Last Name:

Address 1:

Address 2:

City:

State/Province [Select State]

Country: [Select Country]

Postal Code:

Daytime Phone:

Email:

Confirm Email:

SHIPPING INFORMATION

___ Same as above

___ Shipping address if different from above:

- Address 1:
-
- Address 2:
- City:
- State/Province [Select state]

- Country: [Select country]
- Postal Code:

PAYMENT INFORMATION

Credit Card Type: [Select]

Card Number:

- Expiration Date: Month ___ Year ____ Code ___

SUBMIT