



PO Box 396  
Muncie, IN 47308  
(765) 360-9005  
matt@matthewcbloom.com

Website copy prepared for  
Wagglebottoms (wagglebottoms.com)  
August 16, 2017, 3<sup>rd</sup> Draft

NOTES ON FORMAT FOR WEB DESIGNER:

- CAPS indicates webpage
- Underlined above body = a header that may or may not be underlined in published version, your discretion; underlined in body is to be underlined in published version
- **Bold** indicates text I recommend actually be bolded when published
- **Highlighted italics** indicates internal notes, not to be published

# { Matthew C. Bloom }

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HOME

Welcome to Wagglebottoms Kennels & Cattery, a home away from home for your dogs and cats.  
When they're here, they're family!

## What We Do

Wagglebottoms is a full-service facility providing all non-medical pet services from **day care** and **boarding** to **grooming** and **pet portraits**.

We also have an online and brick-and-mortar retail store stocked with the most **nutritious foods** on the market, **collars**, **leashes**, **homemade baked treats** and more!

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## ABOUT

At Wagglebottoms Kennels & Cattery, we believe:

- **Your pet deserves respect.** We provide second-to-none excellence in pet service and food.
- **Your pet should feel safe.** We are proud of our clean kennels and cat sanctuary.
- **Your pet should have fun.** We love to play with our furry friends out in our pet playground.

Hello, I'm Lauren Dale, Owner of Wagglebottoms *Please insert headshot.*

I have loved animals all my life. In 2012 I decided to apply my passion for animal rescue, better health through nutrition and love to a new business based in Muncie, Indiana. Wagglebottoms was born.

I hand-picked brands such as Earthborn, Taste of the Wild, and Blue Buffalo for their natural, highly nutritious foods. As a product specialist for Blue Buffalo, I honed my skills as a "pet detective," figuring out which foods could naturally help dogs and cats with issues from digestive problems to mood changes to irritated skin.

Since opening in 2016, I have been blown away by the response of the local community to my business! Pet parents from Muncie and surrounding areas have come to appreciate the value of nutrition that often keeps them out of the vet's office, and the love and attention my staff showers on our furry friends every day.

If you haven't been in yet, come check us out. To our current clients, thank you for trusting Wagglebottoms enough to put your precious pet kids in our care!

Sincerely,  
Lauren

Staff *Please insert headshots for each.*

Jade Lewis is a junior at Ball State University majoring in psychology. She plans to work with and train animals. In her free time she enjoys lifting weights, playing the saxophone, and spending time with her pets. She loves all animals and has a passion for taking excellent care of them.

*To be added when bios submitted:*

*Josh Brinkman*

*Sarah Brown-Walsh*

*Paige Cooper*

*Cheyenne Moore*

*Presley Rosler*

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Our Facility *Insert facility images – eventually add virtual walkthrough?*

Wagglebottoms Kennels & Cattery is a 2,400 sq. ft. building near State Road 67 (Muncie bypass) and McGalliard Rd. Head north on Commerce Drive, and just past Smoot Landscaping you'll see our hand-carved welcome sign and bright green walls. Can't miss it.

Inside you'll find our retail store packed with pet goodies. You might see one of our groomers working on one of our furry friends to your left on your way to the wash-your-own area with two large tubs.

Hang a right and you're on your way to our kennels and cattery. The cats gaze down at you from their high perches on the other side of the glass as you enter the kennel room. Many of our dozen permanent kennels (and counting!) are ideal for families of small dogs to share.

If it's a nice day you'll probably find our canine guests outside on our 1/3-acre playground, chasing each other around the maple trees, playing on the teeter-totter, or just rolling around in the grass.

We love our kennels and cattery, but don't take our word for how awesome it is. Schedule a tour or just drop by and see it for yourself! *(Lauren B., please insert hyperlink to contact page.)*

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SERVICES *(Lauren B., please pair the descriptions below with large images vertically or in a grid, size and placement in relation to text at your discretion; can cut down text to fit if necessary)*

### Boarding

Whether you're visiting family for the weekend or taking a month-long vacation, we welcome your beloved dogs and cats! We make sure they're well-fed, comfortable, and active during the day. We take them outdoors as often as weather allows. Kennels may be shared by furry siblings to reduce their anxiety and your cost.

### Day Care

Do your dogs get nervous when they're home alone? Drop your pet kids off at Wagglebottoms before work and we'll give them all the loving attention they crave. We'll feed them well and give them plenty to do so they'll sleep better at night.

### Dog Nail Grind

Your poor furniture! Your hardwood floors! Your dog just won't stop scratching and tearing, and nail trims are almost impossible to do in a hectic home. Let us do it in a calm, low-anxiety environment. Instead of clipping, which runs the risk of cutting the "quick", or main blood vessel in each toe, we can use a nail grinder that rounds out the tip of each claw painlessly.

### Cat Nail Trim

Part of believing animals deserve respect means we don't support the painful, unnecessary declawing of cats. We'd much rather offer you an affordable rate to keep your cat's claws trim. We use a special cat claw trimmer that helps keep your cat as comfortable as possible. For more information on declawing and humane alternatives, visit [www.pawproject.org](http://www.pawproject.org). *Lauren B., please insert hyperlink.*

### Wash-Your-Own

Tired of cleaning all that hair out of your bathtub drain? How sore is your back from bending over your pup to hold him still in the water? Go easier on yourself! Bring him to Wagglebottoms for his bath. Our industrial-sized, elevated tubs mean less back strain for you. And don't worry, we'll clean up afterwards.

### Puppy or Kitten Bath

For those of you who don't want to wash your own furry little ones, or just want a break, we understand! It can be a challenge (to say the least) to get them used to the water and the bathing process, and they make it VERY clear when they don't like it. We use love, patience, and treats to make them as comfortable as possible as we get your pet kids cleaned up and ready to head back home.

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ONLINE STORE *(Lauren B. – can we change “RETAIL” to “ONLINE STORE”? Lauren D. – once you approve the draft below, drop into the About section of the Square page)*

Welcome to Wagglebottoms Kennels & Cattery online store! We love pets, and it shows in our products:

- The most nutritious foods on the market
- Collars and leashes guaranteed for LIFE
- Pet bath products made from 100% natural ingredients
- ... and more!

Select “Shop” above to explore the online store by brand.

**We offer free delivery to customers in Delaware County.** Call [\(765\) 216-7730](tel:(765)216-7730) or visit us at [3600 N. Commerce Drive, Muncie, IN](https://www.google.com/maps/place/3600+N+Commerce+Dr,+Muncie,+IN+47303/@40.2211743,-85.3453316,17z/data=!4m5!3m4!1s0x881515f095584709:0x801acca137b44ac9!8m2!3d40.2218205!4d-85.3433862) to learn more about our full selection of pet products. *(Lauren B. – insert hyperlink to map, or maybe embed?):*

<https://www.google.com/maps/place/3600+N+Commerce+Dr,+Muncie,+IN+47303/@40.2211743,-85.3453316,17z/data=!4m5!3m4!1s0x881515f095584709:0x801acca137b44ac9!8m2!3d40.2218205!4d-85.3433862>

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### FAQ

Thank you for visiting our Frequently Asked Questions page. We put this together you save you time before you inquire about our services. If your question is not answered here, please don't hesitate to contact us. *(Lauren B., please insert hyperlink to contact page.)*

#### Boarding/Day Care Questions

*How much does boarding cost? Are there any additional fees?*

Boarding is normally \$25 per calendar day (\$10 overnight + \$15 daycare), and each additional dog is \$5 per day if they share the same kennel. We do not have any other fees.

*When do I pick up and drop off?*

We don't have standard drop-off/pick-up times. Your pet kids just come and go according to whatever works best for your schedule! For boarding, please call ahead at least an hour before pickup to ensure your fur-baby is washed and packed up to head home.

*Do I need to provide food when I drop my pets off?*

Food and bowls are optional as we have some here (Taste of the Wild, Earthborn, and Blue Buffalo), unless they are on a specific diet.

*What else should I bring?*

You may pack toys, any updated vet records, and/or blankets/bedding to put on top of the raised beds.

*How big are the kennels? Do you use crates?*

We have at 12 permanent kennels and counting. Seven are mid-sized at 60 cubic feet (3' x 4' x 5'), five are large at 360 cubic feet (6' x 6' x 10'). We also carry a handful of temporary kennels that vary in size, but none are crate-size. We do not use crates.

*I've heard it's not good for my dog's feet to spend too much time running on concrete. Do you limit that?*

We do not have concrete runs. Dogs staying at Wagglebottoms spend as much time on grass as weather permits.

*What do you do with the animals during the day?*

We play with our cats indoors to keep them stimulated. Dogs have supervised, alternating runs of the yard during the day and will go home very tired, unless they're older and prefer to nap in the sunshine.

*Will you bathe and groom my dog during day care?*

Pups always have a complimentary bath and nail trim/grind (if needed) before they head home, and their personal items are always laundered. We are a family-run facility and always treat your pets as if they were our own.

*(cont. next page)*

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## General Questions

*Why don't you always answer when I call the building?*

We can't always get to the landline phone in time because we're often on the other end of the building or outside taking care of your loved ones. If we don't answer and you need help right away, you can reach Lauren at **(303) 956-8568** or **(765) 730-1692**. Otherwise please leave a message and we'll call you back as soon as possible.

*Do you have a Facebook page?*

We sure do! Visit us online at [Facebook.com/WagglebottomsMuncie](https://www.facebook.com/WagglebottomsMuncie). We also have an active Instagram account, for your daily dose of cuteness [@WagglebottomsMuncie](https://www.instagram.com/WagglebottomsMuncie).

*Can I come in for a tour before committing to services?*

Please do! Just call us at **(765) 216-7730** to schedule a tour or just stop by. We'd be delighted to show you around.

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## CONTACT

Because we value your time, we've put together a [Frequently Asked Questions Page](#) *(Lauren B., please insert hyperlink to FAQ)* where you might just find what you need. Please take a look before using the contact form below.

Fill out this contact form to:

- Inquire about pet adoption.
- Tell us about your pet's grooming needs and ask about details.
- Request a pet portrait session.
- Get detailed information on our pet food products.
- Tell us about issues such as poor digestion, mood changes or itching and ask us whether the right food can help.
- Request a referral to reputable veterinarians in your area.
- Ask any question at all about dogs and cats, our favorite subject!