

# Pet Bio Writing Strategy

## CONDUCTING AN INTERVIEW

CONDUCTING AN 'INTERVIEW' IS A **PLAYFUL AND MEMORABLE** WAY TO COMMUNICATE INTERESTING TIDBITS ABOUT AN ADOPTABLE PET, WHILE ALSO INSPIRING FRESH NEW STRATEGIES TO PROMOTE THEM!

### WHAT QUESTIONS CAN YOU 'ASK' THIS ADOPTABLE ANIMAL?

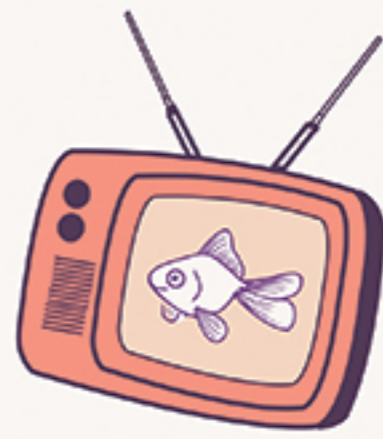
HOW CAN THEIR ANSWERS ILLUMINATE THEIR LIKES AND DESIRES IN A NEW WAY?



*Try using their photo as inspiration!*



ARE THEY MORE INTERESTED IN FAMILY COUCH TIME? WHAT'S THE NEXT SHOW ON THEIR LIST TO BINGE WATCH?



IF THEY'RE AN ACTIVE PET, PERHAPS A PARK VISIT IS PART OF THEIR PERFECT DAY OUT, OR THEIR FAVORITE COLOR IS TENNIS BALL GREEN!

### TRY THESE QUESTIONS

**IT'S FRIDAY NIGHT! WHAT ARE YOUR plans?**

**IF YOU WERE A dessert, WHAT WOULD YOU BE?**

**WHAT'S YOUR favorite day OF THE YEAR?**

- WHAT'S YOUR FAVORITE SEASON?
- FAVORITE KIND OF MUSIC?
- WHAT DO YOU VALUE MOST IN A FRIENDSHIP?
- WHAT WOULD CONSTITUTE A PERFECT DAY FOR YOU?
- I WISH I HAD SOMEONE WITH WHOM I COULD SHARE \_\_\_\_\_".

- WHAT'S YOUR FAVORITE COLOR?
- BEACH OR MOUNTAINS?
- FAVORITE MOVIE GENRE?
- CAR RIDE OR LONG WALK?

### SAMPLE QUESTIONS AND ANSWERS

*I hear you're a voracious reader, any favorite authors?*

"I'VE RECENTLY BEEN INTRODUCED TO STEINBECK, AND WOW! THE GRAPES OF WRATH TAUGHT ME A LOT ABOUT WHAT FOODS I SHOULDN'T EAT."

*When I grow up, I'd like to be...*

"I CAN BE ANYTHING! 10 IS THE NEW 2!"

*My favorite place to be is...*

"A LAP." ; "YOUR HEART." ; "BY A PAIR OF FEET UNDER A DESK."

*My favorite food is...*

"I'M RATHER FOND OF BANANAS. CARROTS ARE PRETTY TASTY TOO THOUGH."

*Squeaky or bouncy, what do you look for in a toy?*

"BOTH, REALLY. I DO ENJOY GOING TO GET THEM AND BRINGING THEM BACK AND THEN GOING TO GET THEM AGAIN."

*Who is your favorite celebrity?*

"I'D REALLY LOVE TO MEET BRIAN FROM FAMILY GUY, ONE DAY. HE SEEMS LIKE HE'D BE PRETTY COOL."

### TAKE IT ONE STEP FURTHER!



**WHAT VISUAL OPTIONS BLOSSOM FROM ONE OF THEIR 'ANSWERS' THAT COULD SPARK SOME SOCIAL MEDIA BUZZ?**



PERHAPS THEY'RE INSERTED INTO A PICTURE OF THE CAST OF THEIR FAVORITE TV SHOW, OR PUT SIDE-BY-SIDE WITH A CELEBRITY THEY RESEMBLE.