

Two Formulas for Writing Successful Dog Bios

A catchy dog bio coupled with a compelling photo is the perfect recipe for getting a featured dog adopted. Below are two formulas to try. Simply plug in your pups' particulars.

Basic

My name is **Fluff**. As you can see from my photo, I am/have **stunning blue eyes and silky, soft fur**. *(fill in a physical characteristic or breed type)*. I'm approximately **2 years** *(years/months)* old and love **eating raw carrots** *(fill in something that potential adopters will find endearing)*. The most important thing to know about me is **I love playing with other dogs and do great in playgroup at the shelter** *(choose a positive personality trait)*.

Funny

Since you're reading this, you're obviously looking for a new best friend—and, hey, so am I! I don't care how old you are or what you look like, but in case those things matter to you, I'm approximately **2 years** *(years/month)* old and that's me in the picture with the **silky, soft fur** *(fill in a physical characteristic or breed type)*. My perfect match would be someone who loves **feeding me raw carrots by the bushel** *(fill in something the dog loves)*. I don't mean to brag, but people tell me I'm a lot like **@LeonardoDiCaprio in The Titanic** *(pick a super hero or famous person)* **because I have stunning blue eyes and am completely devoted to those I love** *(fill in a physical characteristic or personality trait that matches with the named super hero or celebrity*)*. When I'm not admiring your every move, I'd love **to be playing with other dogs**. So, what do you say? Wanna be besties?

** Note: If you describe a dog as being like a specific celebrity, consider tagging the celeb on social media for possible extra exposure.*

