

Recently, our beloved Nova Scotia Duck Tolling Retriever had to be put to sleep...

...after being seen two doctors: our neighborhood veterinarian – and another vet at a nearby pet hospital, where Bailey had an MRI and other tests.

Shortly after Bailey passed over the rainbow bridge, we got a lovely and heartfelt pet sympathy card from the animal hospital—where everyone seemed to truly love our sweet boy.

But we heard nothing from our regular vet. No card. No note. No phone call from the practice we've been going to for our cats and dogs for many years.

We were so hurt, offended – even angered – that we will never take another pet of ours to that local practice ever again.

My point? You probably already know it: How you treat your patients is of paramount important. But how you treat the “pet parent” also matters – greatly. To your clients ... and also to your practice.

Comforting bereaved pet owners for over 40 years

For 4+ decades, veterinarians nationwide have been offering solace to clients who have lost a cherished animal ... by sending a beautiful sympathy card from It Takes Two Greeting. In that time, we've sold well over a million It Takes Two cards!

Take a look at the enclosed catalog sheet and sample Loss of Pet condolence card, and you'll quickly see the good sense and advantages of sending It Takes Two cards for your practice.

>> First, It Takes Two cards are lovingly crafted by our wonderful creative family of top artists, printers, and writers ... many of whom have been working with us for decades.

>> Second, run your fingertips over the sample card enclosed. Feel the unique texture of the quality card stock. Our cards trigger a visual, verbal, and tactile warmth and emotion through art, words, and touch.

>> Third, we ship your order direct to your door. No need for your staff to waste valuable time shopping for the perfect card in stores.

>> Fourth, the cost is surprisingly affordable --- about \$1.65 or so per card. That's less than HALF the price of the average store-bought greeting card.¹

>> Fifth, we are not just a distributor of these unique Pet Sympathy Cards. We are also the designer and manufacturer. So each card features original artwork and sentiments available from It Takes Two Greeting Cards—and no other card maker.

¹ <https://www.cbsnews.com/minnesota/news/why-are-cards-expensive/>

Here's what we advise....

IF YOU DON'T currently mail Loss of Pet cards to dog and cat owners when their pets have passed, I urge you to get a box of a dozen of our cards on a risk-free trial basis. Then send a few of these cards to your valued clients. And see the difference it makes in their mood and demeanor—not to mention their favorable opinion of you and your practice.

IF YOU DO already send sympathy cards to clients on the loss of their pets, examine the free sample card enclosed with this letter—the artwork, the printing, the fine paper, the touching thoughts expressed in the words. Compare those qualities with your current cards, and also compare price. Then, you decide whether you want to give It Takes Two Greeting Cards a try.

One more point....

Over the client's lifetime, they are likely to own multiple pets. And with each dog or cat living on average 10 years or longer, the lifetime customer value of each veterinarian practice client can easily add up to thousands of dollars—especially when you have long-term clients who stick with you as their vet. Goodwill can help cement that client loyalty. And at just \$1.65 per card to help ensure good feelings from a client worth \$1,000 or more to you and your practice, you'll like the ROI It Takes Two pet cards can generate.

100% Risk-Free!

Your satisfaction with all It Takes Two cards is covered by our unconditional money-back guarantee. If for any reason ... or for no reason at all ... you are not totally happy with our cards, simply let us know within 90 days for a full and prompt refund of every penny paid, without question or quibble.

That way, you risk nothing. I can't think of an easier – or fairer – way for you to try It Takes Two Pet Sympathy Cards in your practice. So, what are you waiting for? To order your first box of a dozen pet sympathy cards, simply call It Takes Two toll-free at **800-000-0000** today.

Or, just complete the order form and mail it back to us in the reply envelope enclosed. It's already addresses. And the postage is paid.

Sincerely,

Wayne Roberts

P.S. It Takes Two cards are made in the U.S.A. and printed on certified Green Seal recycled paper—a stringent process ensuring our cards have less impact on the environment and are safer for human health than brands without the Green Seal.