

PAWS N' CRITTERS



HALLOWEEN IS RIGHT AROUND THE CORNER....HAVE YOU ORDERED FROM BANDANAUNDERDOG.COM?

Launch of BandanaUnderdog.com

Announcing my New Business!

So the newsletter is about a month or more late....but that's because I have been busy launching Bandana Underdog! My business partner, Margaret Thomas in Tucson Notaries (TN) has a wonderful talent of sewing. Since we started TN late last year I've been sharing with her my desire to start an online business with a product nation wide. I had been searching and hadn't decided what product I wanted to market and was considering drop shipping. Margaret had wanted to do the same but with pet clothes or a pet product. She didn't have the ability to build or maintain a website or market via online; and I didn't have the ability to make a product (sewing is not my

cup of tea). So alas, with her talent for sewing and my passion of computers, software and internet marketing, we collaborated and created Bandana Underdog LLC as a partnership.

We would like you to browse our site and see if there is anything you would like to order for your pet, or perhaps you see something that would be a wonderful gift for a friend or a relative. as Christmas isn't too far around the corner. As you browse, you will see many different Paws n' Critters customers' pets!

Enjoy the site, and let me know your feedback on the designs or even how we can improve your shopping experience!

Upcoming Fair

Masterpiece Festival
Saturday September 25th
9 am - 3 pm

St Marks' United
Methodist Church located
at 1431 West Magee Road

Join us at this fair and you can see first hand all the products that Bandana Underdog has. We encourage you to come and join in and sign-up for our raffle Gift Basket full of handmade fun products for your pet!

Paws n' Critters update

Servicing more areas

Starting in October, Paws n' Critters will be rolling out a new website, with a cleaner, less cluttered look. With the roll-out of the new site, set for October 1st, 2010, we are expanding our service areas. With the new servicing areas, our rates will be different for each area and will be broken down by zip code or area.

Our main servicing areas have always been in 85704, 85737, 85755, 85741 and 85742, which are Oro Valley, Casas Adobes and some parts of Marana.

We are expanding to include 85743, which are the parts of Marana that are located West of the freeway, with concentration in the Gladden Farms, Continental Ranch and the Cortaro Farms area.

Catalina which is the 85739 zip, we have been servicing some parts, but will now service all parts of Catalina including the Saddlebrook area.

Another area which we are expanding our reach into is the 85718 and 85750 (West of Kolb) Foothills area. We are including 85705 (North of Grant) and 85719 (North of Ft. Lowell).

If you know anyone who may need our services that is in these areas, please let them know.

Better Business Bureau

Paws n' Critters has just received its accreditation from the BBB. We feel that the principles of BBB Best Practices are along the line of how we operate our business; which are honesty and integrity. I think in today's marketplace, it is important for a company to differentiate itself from others in its industry.

Because of the limited time in business, my rating is an A-; but with time we

should be able to get that to the highest which is A+.

Soon, you will see the accreditation on my websites and on any of my future media advertising.

Advertising on the Internet and Referrals

Many of you have either been referred to us by a friend of yours that has been using my services; or you have found my business from one of my Internet ads or listings.

The BULK of my advertising is through the Internet and I have moved away from the print media I have used in the past in my other businesses. I think that print media is great as an add on, but it is very expensive as a sole source and is limited on the message you can convey.

Did you know that if you list your company free in Yahoo Local, Google Local Listings or many of the others, that you move up the rankings through being rated by your customers? You could purchase a ranking position, but that can get costly with the multitude of ways you can list our business or advertise. [This is where I need your help.](#) If you have been happy with the service we have provided, we would like you to comment/review on one of the local listings we have.

Once you go to the listing, just enter the name "Paws n Critters" and my listing will come up. Usually you can find a review button by the name, or on the side or at the bottom.

If you could pick one or two and review Paws n' Critters, it would be appreciated. Here are the listings:

YAHOO LOCAL

<http://www.local.yahoo.com>

MERCHANT CIRCLE

<http://www.merchantcircle.com>

YELLOW PAGES

<http://www.yellowpages.com>

SUPERPAGES

<http://www.yellowpages.superpages.com>

GOOGLE

<http://www.google.com/maps>

BING LOCAL

<http://www.bing.com/local>

***I am listed as #58 in Bing...this one really needs review to get higher rankings!

Can I help your business, charity, or fundraiser?

If you own a business as supplemental income, or as your sole source of income and your goal is to grow, I would like to help you grow too!

I can put your information or an ad on any of my websites that I own. I encourage swapping links/ads with each other which helps us both. For those of you who maintain your own websites, you know how helpful reciprocal linking is.

If you have a charity event coming up or want to advertise something for the community, please feel free to do the same on getting me your information so I can add this to any of my websites or mailings.

Let me help you too!



YOUR PET ON BANDANAUNDERDOG.COM

Bandana Underdog is always looking for models! If you know someone who would love to model their pet in the latest bandana or costume, let us know. You can call me at 520-609-7097

We are working on a few things locally, as well with the Humane Society, that will help kick start Bandana Underdog.

Please be sure to visit the Masterpiece Festival at St. Marks on Saturday, September 25th from 9am - 3pm and stop by our booth--and send your friends and family to our website.

We thank you for your support!

To advertise your business or fundraiser here....email me: info@pawsncritters.com

Services and Rate Changes at Paws n' Critters

How to Contact us: info@pawsnkritters.com Visit our Website at: www.pawsnkritters.com

New Services

I wanted to let you know of a few new services that Paws n' Critters has. If you have a changing need, or you know someone who can use this different type of service, you can tell them that we now provide it.

• At Paws' Home

Because of some special requests, I have started to on a case-by-case basis, take into my home pets as "semi private-boarding". Because I take my dog(s) to my daughters house or another family members, I can accommodate two small dogs or a medium dog at my home. I do have a cat that doesn't bother dogs and sleeps all day. It has worked out well.

If you know someone who may have an only pet that goes on vacation/away and doesn't want to take it to a kennel or they don't want to leave them alone and do in-home pet sitting because they are the only pet and need the socialization, this may be ideal. Or it may be that your pet needs medication for a condition, and you would rather them be with a person at night.

This service is done on a case-by-case and reservation basis. I generally will take established clients or referrals. I always encourage in-home pet sitting, as pets are more comfortable in their own home and environment.

This type of service is \$40 per day/night for one (1) pet and \$50 per day/night for two (2) pets.

• Paws n' Slumber

A second type of service we offer, on a limited basis or a case-by-case basis, is

Paws n' Slumber. This service is where one of us will come to your home at approximately 7pm and stay the night till approximately 6am. This will also include a mid-day relief visit approximately between 12:00 - 3:00 pm. A park visit to the closest park is included early in the morning or late in the day, depending on the time of year or depending upon the quantity of pets we are watching. This type of service costs \$75.00 per day/night for most areas. This service can also be tailored to fit the needs of your pets.

Rate Changes

Effective August this year our rates changed. However, you might have not noticed because as a courtesy to our loyal and wonderful clients, we have decided not to raise rates for any existing clients. So if you are paying less than the rates posted on our websites, you are grandfathered in! However, one change that may affect you are our weekly discounts. Because our rates are highly competitive, we will be discontinuing discounts for 7 consecutive days or more, unless your vacation runs 14 or more consecutive days.

Paws n' Critters values your business and the relationships we have made with you!

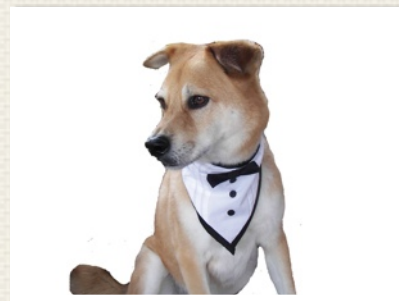
Thank you for your continued business!

Sandy and Brittany

DRESS YOUR PET!



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