

ARE YOU READY FOR THE 4-PAWS-PLUS Plan™ (4-P³)?



The **4-PAWS-PLUS Plan™** is an easy to use framework to help you prepare nutritious meals every day for your entire family, including your canine family member(s), and live a more healthful, active lifestyle. Find out more and share Luna's journey in our newly published, **Say "NO" to Dog Food** book, the first publication in the *Eat Your Own Dog Food Series*.



FIND OUT IF YOU ARE READY TO EAT YOUR OWN DOG FOOD.

Are you ready to eat your own dog food? We know eating dog food is not for everyone. It takes a bit more effort and personal commitment than simply tearing open a bag or opening a can. Until now, you probably haven't given this much thought.

When it comes to feeding your dog, you (and most dog owners) are likely in the *Precontemplation*¹ stage of behavior change. You've never thought about feeding your dog anything but dog food, or you've never thought seriously about making a change. You may have heard about various homemade dog food diets and treats from your veterinarian, friends, or in advertisements, but have reacted negatively, or had no reaction because you are comfortable with the status quo.

Now that you are aware of a new way to live an active, healthful lifestyle together **with** your canine best friend(s), we are sure that our **Say "NO" to Dog Food** book will empower you to move to the next stage of behavior change, *Contemplation*. Read our book to learn what it takes to eat your own dog food and establish your own personal motivating belief: **I care about what I eat and want to share an active, healthful lifestyle with my entire family.**

However, believing is not enough; it takes planning and action. Joining our online community at www.eatyourowndogfood.net will help you continue to prepare mentally and physically to take action, and plan and organize your home environment to sustain your transformation. Interacting with other *dog-food-eating fanatics* in our community will keep you motivated and ensure your commitment to an active, healthful lifestyle sticks. Your canine family member(s) in particular will thank you for your effort!

We know behavior change is difficult at times, so your ongoing participation in our online community is critical to help you stay engaged and motivated throughout the highs and lows that typically accompany health-related behavior change. Sharing your successes and supporting and empowering other community members will help everyone be successful and further solidify their lifelong commitment.

(Continued)

ARE YOU READY TO EAT YOUR OWN DOG FOOD?

Take a moment to rate your agreement with these three questions to determine if you are ready to make the commitment to start *Eating Your Own Dog Food*. You must be truly ready to start **Preparing**, **Caring**, and **Sharing** to take your relationship with all your family members to the next level.

Please enter your level of agreement with each statement using this rating scale:

4 = Absolutely 3 = Possibly 2 = Uncertain 1 = Not Happening

	Rating
1 Preparing: I care about the food that all my family members and I eat. I am ready to serve my entire family, including my canine family member(s), the correct portions of healthful, fresh, homemade meals free from chemicals, refined sugars, and preservatives.	<input style="width: 100%; height: 100%;" type="text"/>
2 Caring: I treat my dog like a family member. I am ready to take my relationship with my canine family member(s) to the next level and enjoy the ultimate bonding experience of dining together.	<input style="width: 100%; height: 100%;" type="text"/>
3 Sharing: I need to stop out-eating my exercising. I am ready to get (keep) moving and share a fun, active lifestyle with my entire family, including my canine family member(s).	<input style="width: 100%; height: 100%;" type="text"/>
TOTAL SCORE	<input style="width: 100%; height: 100%;" type="text"/>

If your total score is 10-12, you appear ready to commit to a more healthful lifestyle and implement what it takes to **Say "NO" to Dog Food**. Our book and online community are for you. We need dog-food-eating fanatics and change-leaders like you in our community to spread the word and get others involved.

If your total score is 7-9, you are most likely on the fence and need more convincing to commit to a more healthful lifestyle and implement what it takes to **Say "NO" to Dog Food**. However, our book and online community are still for you. Reading about Luna’s journey will help you understand what it will take to make the change in your own life. And your interactions with our dog-food-eating, fanatical, online community members will empower you to begin your transformation.

If your score is less than 7, stick with your current dog-only food regimen. You most likely lack the time, commitment, or desire required to **Say "NO" to Dog Food**. Our dog-food-eating fanatics will be ready to help when you decide to take the plunge.

Saying "NO" to Dog Food is a lifelong commitment and not a 60- or 90-day program. Once you truly commit, you will see that following the **4-PAWS-PLUS™ Plan** will fit easily into your lifestyle and you and your canine companion will notice the benefits immediately. Start experiencing a new, active, healthful lifestyle with your entire family today! We are here to help every step of the way.

¹ Prochaska & DiClemente’s Transtheoretical Model of Behavior Change.