

Healthy Paws Content & Copy OS

This is a strategic system meant to help you move faster with content and copy executions.

Use it to:

- Pull pre-approved copy that's ready to go
- Find tone and phrasing that fit the moment
- Align on structure, style, and segment relevance

Who This System Is For – and How To Use It

It takes a village to create a robust content ecosystem. Here's a starting point for different needs.

Writers & Editors

Start here:

[Get a feel for how we sound](#) 

[Find the right structure for your content](#) 

[Make sure tone and language are on brand](#) 

[Pull legally approved useable copy snippets](#) 

Non-Writers, Marketers, Strategists, etc.

Start here:

[Pull pre-approved language for copy executions](#) 

[Decide how copy can help achieve your business goals](#) 

[Gut check whether content is hitting the right vibe](#) 

[Remind yourself of Healthy Paws value props](#) 

In Case You Need a Reminder...All About Healthy Paws

Every feature is designed to make life with pets (and pet insurance) less stressful, more joyful, and always transparent.

What We Stand For

Healthy Paws exists to help pet parents say “yes” to care without second-guessing. We’re built by people who’ve lived through the hard moments, and we protect pets like they’re our own.

Our Mission

To parlay our deep love of animals into an unparalleled level of service that supports and helps protect the well-being of both pets and their families.

Our Vision

To be the nation’s most trusted and respected provider of exceptional, customer-focused pet insurance.

What We Offer

- Simple plans to meet real life needs – full coverage, no caps, no gotchas
- Freedom to choose any licensed vet - no networks or pre-approvals
- Fast claims, most processed in two days
- Real trust, backed by Chubb Insurance

Pre-Approved Messaging Library

Pre-Approved Messaging Library

Need to write copy fast? Here's your index for navigating to ready-for-use content all written in our voice and cleared by legal.

What are you looking to write?

[A headline, brand copy, or just something that tugs at the heart strings](#) ↗

[A call to action or a push to conversion, trying to get your audience to do something](#) ↗

[A plan description, coverage highlight, or overall plan summary](#) ↗

[A line that proves our success among pet parents, showing the success of our offerings](#) ↗

[A form field, and error state, a tooltip, or some other functional microcopy](#) ↗

Emotional Lead-Ins & Brand Language - Ready for Use!

Coverage-focused

“Coverage that always lands on its feet.”

“Coverage that keeps up with the zoomies.”

“Health insurance for puppy teeth and silver snouts.”

“Health insurance for curious climbers and champion nappers.”

“Real coverage for real life, with no caps and no gotchas.”

Customer-focused

*“You’ve already done the hard part – loving them.
We’ll help with the rest.”*

*“Real care starts with the bond you already have.
We’re just here to protect it.”*

“You’ve got them. We’ve got you.”

“You choose a vet. We’ll handle the rest.”

“Coverage that fits your family.”

*“Finding the right plan for your cat or dog can feel
overwhelming.”*

Pet-focused

”They are family. We cover them like it.”

*“They depend on you, so choose a pet insurance plan
that never lets them down.”*

“Protection that grows with them.”

“Because they’re family.”

“What matters most, protected.”

”Protected. Like Family.”

Conversion & CTA Focused Language - Ready for Use!

Quote Flow-Focused

“Ready to sniff out more?”

“Sit. Stay. Get covered.”

“Get a Free Quote”

“See My Rates”

“Protect your pet and your budget – get coverage that’s built for real life.”

”You’re seconds away from finding care that matches the love you have for them.”

Compare-Focused

“See how we stack up.”

“Choosing the right pet insurance should feel simple. Compare coverage, deductibles, reimbursements, and reviews to see if Healthy Paws is the right fit for your family.”

“See how our coverage compares to the competition.”

“Compare Healthy Paws”

Other Key Actions

“See Dog Plans / See Cat Plans”

“Start Claim”

“Read Reviews”

”A low-cost plan today can help cover the big expenses tomorrow; here are the different pricing structures you can choose from.”

“Choosing insurance can be difficult. Here are “x” things to consider no matter what coverage you choose.””

Coverage & Plan Benefit Language - Ready for Use!

Basic Headlines*

“Healthy Paws offers real coverage for real life, with no caps and no gotchas.”

“Choose your vet: Visit any licensed vet, specialist, or emergency clinic in the U.S. or Canada. No networks, no restrictions.”

“Simple reimbursement: Pay your vet, send us the bill, and get reimbursed fast. No hoops, just help.”

“All Healthy Paws plans cover accidents, illnesses, and emergencies, with no caps on payouts.”

“You can use any licensed vet with no networks to manage.”

Plan Specific*

Signature Plan

“Our most complete coverage, designed for life’s daily adventures and the surprises you never see coming.”

“Lower deductibles mean reimbursements start sooner.”

“Always-on care.”

“Unlimited maximum payouts.”

Rainy Day Plan

“Coverage for life’s pricier surprises that offers protection when you need it and value every day.”

“Higher deductibles mean lower monthly premiums.”

“Care when it counts most.”

“Unlimited maximum payouts.”

**Approved Disclaimer Copy: Healthy paws pet insurance covers treatment for new accidents or illnesses except pre-existing conditions. Other exclusions may apply.*

Coverage & Plan Benefit Language (Cont'd) – Ready for Use!

Coverage Overviews*

Accidents & sudden illnesses

Swallowed something? Limping? Not themselves? We cover the unexpected, so you don't have to guess.

Chronic conditions

We're here when care becomes part of everyday life, from allergies and diabetes to everything in between.

Breed-specific issues

We cover conditions common to your pet's breed, from hip dysplasia to heart disease and kidney trouble.

Surgeries & hospital stays

Bills pile up fast. That's why we help with the big stuff, like surgeries, emergency care and overnight stays.

Diagnostic, labs & meds

We also cover tests, scans, x-rays and prescriptions, so you don't have to fret the small stuff.

Holistic & alternative care

We support every path to feeling better, from acupuncture to rehab and physical therapy.

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Trust & Proof Language - Ready for Use!

Facts & Figures

“See why nearly 500k pets and their owners love Healthy Paws.”

“Trusted by over half a million pet owners.”

“Most claims are processed and paid within two days.”

“Submit from your phone and have most claims processed within two days.”

”Trusted by over half a million pet parents – and backed by Chubb since 2013.”

General

“Just snap, submit, and get paid.”

“Backed by Chubb, a global leader in insurance and underwriting.”

“Every plan we write is backed by Chubb, providing long-term financial strength and dependable claims support.”

”We’re pet parents first. Insurance people second.”

“Simple plans. No annual limits. Coverage built for pet lovers, so you don’t have to think twice when it matters.”

”We built this. Because we’ve lived this.”

“Choose any vet, see exactly what you get, and hear from real pet parents who’ve been there.”

”You’ve covered unexpected bills before – and you know what care really costs. We’re here to help you do that with less financial strain.”

Microcopy & UI Elements - Ready for Use!

Forms & Fields

- *Enter your pet's name*
- *Your email address*
- *Pet's birthday*
- *Choose your vet*
- *Tell us about your pet*
- *"Your quote. In seconds."*

Error & Empty States

- *Oops! Let's try that again.*
- *Something's missing, can you fill this in?*
- *We didn't catch that, mind double-checking?*
- *Looks like there's a typo. Let's fix it together.*
- *No claims yet—ready when you are.*
- *Looks like you haven't saved any quotes.*
- *All caught up! Go give your pet a treat.*

Success Messaging

- *Claim submitted! We'll review it and keep you posted.*
- *Success! Your quote is ready.*
- *Thanks for updating your info.*

Tooltips & Help

- *Why do we need this? To make sure we cover every detail for your pet.*
- *Not sure what to enter? Here's a quick tip.*
- *Your info stays private and secure.*

Voice & Personality

Why Healthy Paws?: Our ‘Heart-Felt’ Voice Differentiator

This is a brand built with heart. Our personality should always reflect that.

Direct & Trustworthy

- We’re always upfront and forthcoming
- We always make promises we can keep, none we can’t
- We speak with a level of confidence that illustrates our deep understanding of our industry & customer

Compassionate & Honest

- We’re fellow animal lovers & our plans are designed with that reality in mind
- We demonstrate this through every benefit, every offering, and every service we provide our customers

Lighthearted & Empathetic

- We’re human beings who engage with our customers in a relatable way
- We follow through with service and benefits that deliver

Our Four (4) Expressive Styles

They aren't personality traits or abstract vibes. They're the four ways Healthy Paws shows up in language styles, ones we return to again and again because they work.

Warm | Expert | Protective | Part of the Tribe



Warm – Expressive Style, Explained

Basic Principle:

Speak with care and empathy, but never baby talk or puns.

Why It Matters

Pet parents come to us in stressful moments – they want to feel seen, not patronized.

How It Sounds

Headlines lead with clarity, not cleverness. Support copy is direct, human, and present. Emotional moments are acknowledged simply – no melodrama.

Strong Example

“You’ve got them. We’ve got you.”

Quick Shortcut

Ask yourself: “What would a trusted friend say about this?
And how would this compassionate person say it?”

“If it feels like something a
trusted friend might say
during a hard moment, you’re
probably in the right zone.”

Expert – Expressive Style, Explained

Basic Principle:

Explaining deep knowledge; never condescending or complex for complexity's sake.

Why it matters:

Pet parents are vulnerable when facing pet health needs; we earn trust by being calm, plainspoken, and practical.

How it sounds:

Educational content is clear and kind; FAQs and product pages answer without hedging.

Strong Example

“Choosing insurance can be difficult. Here are five things to consider no matter what coverage you choose.”

Quick Shortcut

Ask yourself: “How would a thoughtful & knowledgeable vet speak to their neighbor?”

“If it sounds like something a vet might say to their neighbor – with clarity & kindness – you’re in the right lane.”

Protective – Expressive Style, Explained

Basic Principle:

We shield what matters, but never scare, guilt, or control.

Why it matters:

Pet parents want to be empowered, not pressured.

How it sounds:

Product benefits frame coverage as readiness, not fear.

Emotional storytelling that conveys security, with guidance that is clear and straightforward.

Strong Example:

“You choose a vet. We’ll handle the rest.”

Quick Shortcut

Ask yourself: “Would someone listening to this feel assured, calm, and secure after? If not, what could I say to reassure them?”

“If you think it would make our pet parent feel capable, calm, and cared for, you’re in the right tone.”

Part of the Tribe – Expressive Style, Explained

Basic Principle:

We are pet parents – insiders, not outsiders.

Why it matters:

Trust grows from shared experience and language.

How it sounds:

Brand storytelling uses “we” and “you,” not “they.”

Community moments are real, not polished. Overall posture: Always close, always human.

Strong Example:

”We’re pet parents first. Insurance people second.”

Quick Shortcut

Ask yourself: “Would a group of pet parents at the local dog park talk to each other like this? If so, what language would they use?”

“If it feels like something a fellow pet parent might post in a group chat after a long night, that’s a great start.”

Bonus! Syntax, Rhythm, Sentence Construction, & More

Here’s a quick guide for how you can elevate your voice & tone even further.

Concept	What Is It?	Example
One Idea at a Time	Stackable thoughts. Sentences meant to scan. Clear, succinct, complete.	<i>”Protected. Like Family.”</i> <i>”They are family. We cover them like it.”</i>
Building Blocks	Repeats & reversals. Pacing & punch. Creating modular rhythm.	<i>”We built this. Because we’ve lived this.”</i>
Lead with the Lede	No prepositional phrases. No starting sentences with ‘whether’. Say what you mean, with less.	<i>“Most claims are processed and paid within two days.”</i>
Meaning Partnership	We don’t explain the joy of pets – we create a window for users to walk through.	<i>”Because they’re not just pets. They’re yours.”</i>

Creating with Intent

The Six (6) Content & Copy Intents

Intent, simply put, is identifying your purpose for creating content. Understanding that unlocks an entire world of structure and guidance.

Intent Types		What It Does
<u>Inspire</u>	→	<i>Builds emotional connection or belief in what's possible</i>
<u>Inform</u>	→	<i>Delivers practical, need-to-know information</i>
<u>Entice</u>	→	<i>Motivates action with benefits and clarity</i>
<u>Prove</u>	→	<i>Tailors messaging without losing brand clarity or cohesion</i>
<u>Educate</u>	→	<i>Teaches clearly, with structure and calm</i>
<u>Transact</u>	→	<i>Gets to the point, reduce friction, and prompt the next step</i>

Intent #1 - Inspire

Creates emotional connection and opens up belief in what's possible.

TLDR:

This is about resonance & connection, not hard selling.

Tone(s) to Use:

Warm + Part of the Tribe

You're Likely Inspiring When Writing:

- Homepage Hero
- About Us/Our Values
- General Brand Awareness Moments

When To Use:

When users are just getting to know you & your brand

When users are likely to think 'you're just the same as the rest'

When you want users to feel secure and in safe hands

Structure Tip:

Start with emotional truth & end with vision or support.

You're not promising. You're affirming and inviting.

"You've already done the hard part – loving them. We'll help with the rest."

"Real care starts with the bond you already have. We're just here to protect it."

Intent #2 - Inform

Delivers clear, need-to-know information that reduces confusion and builds confidence.

TLDR:

It answers questions before they're asked.

Tone(s) to Use:

Expert + Protective

Where It Likely Shows Up:

- Coverage overview pages
- Plan comparison content
- Claims process explainers
- Onboarding touchpoints
- Support copy and FAQs

When To Use:

When a decision hinges on clarity

When uncertainty due to complexity arises

Structure Tip:

Lead with the answer, not the setup. Use plain language.

Break down complexity without over-simplifying.

“All Healthy Paws plans cover accidents, illnesses, and emergencies, with no caps on payouts.”

“You can use any licensed vet with no networks to manage.”

Intent #3 - Entice

Connecting features to outcomes to help pet parents visualize what's in it for them.

TLDR:

Motivates action by clearly expressing value.

Tone(s) to Use:

Warm + Expert

Where It Likely Shows Up:

- Plan pages and pricing modules
- CTAs and skinny banners
- Nudges within the quote flow

When To Use:

When encouraging exploration or decision-making

When moving someone from awareness to action

Structure Tip:

Always lead with a benefit. Never use time pressure.

”You’re seconds away from finding care that matches the love you have for them.”

“Protect your pet and your budget – get coverage that’s built for real life.”

Intent #4 - Prove

It reinforces confidence through clarity, credibility, and transparency.

TLDR:

Show, don't tell, the evidence behind your claims.

Tone(s) to Use:

Expert + Protective

Where It Likely Shows Up:

- Claims content
- Testimonials and reviews
- “Why We’re Trusted” pages
- Plan benefit call outs

When To Use:

When someone is comparing providers

When credibility could be a blocker

Structure Tip:

Show your proof with numbers, third-party validation, or real-world examples upfront; do not bury behind marketing.

”Trusted by over half a million pet parents – and backed by Chubb since 2013.”

Intent #5 -Educate

Teaches clearly and calmly – especially when topics are complex, sensitive, or unfamiliar.

TLDR:

Build understanding, not urgency.

Tone(s) to Use:

Part of the Tribe + Expert

Where It Likely Shows Up:

- Blog or resource center
- Coverage explainers
- Quote flow guidance
- Post-signup onboarding

When To Use:

When clarifying coverage details or processes

When preparing users to make informed decisions

Structure Tip:

Start from shared understanding, then slowly build step-by-step, until you close with a clear takeaway.

“Choosing insurance can be difficult. Here are “x” things to consider no matter what coverage you choose.”

Intent #6 -Transact

Reduces hesitation, removes ambiguity, and makes action feel easy.

TLDR:

Guide someone toward a next step.

Tone(s) to Use:

Protective + Expert

Where It Likely Shows Up:

- CTAs and quote flow language
- Enrollment flows
- Pricing modules

When To Use:

When guiding someone towards, through or out of a decision moment

Structure Tip:

Be direct. Lead with clarity, follow with support if needed.

Avoid hedging. Use active verbs.

“Ready to sniff out more?”

“Sit. Stay. Get covered.”

The Six (6) Messaging Intents: Executive Summary

The best sounding lines are the ones with a purpose.

Intent	What it does	Tone pairing	Structure tips	What you’re trying to do
Inspire	Builds emotional connection and belief	Warm + Part of the Tribe	Emotion first ➡ Vision next	Making a strong first brand impression
Inform	Shares practical, need-to-know info	Expert + Protective	Answer first ➡ Keep it clear	Providing clarity in order to facilitate decisioning
Entice	Motivates action through benefit framing	Warm + Expert	Lead with value ➡ Follow with support	Encouraging exploration or decision-making
Prove	Reinforces trust through evidence	Expert + Protective	Outcome first ➡ Backed by proof	Removing credibility or trust as a barrier
Educate	Teaches clearly and calmly	Part of the Tribe + Protective	Relate first ➡ Build step-by-step	Clarifying coverage details, processes or the industry
Transact	Moves the user to a clear next step	Protective + Expert	Be direct ➡ No fluff, no hedging	Guide someone toward a next step.

Our Audience Segmentation

Overview of Our Targeted Audiences

Segment	% of Total Target	“In Their Own Words..”
Affluent Pet* Parents	44%	<i>“I’ve got the means, and the desire to protect my pet. But show me you’re worth it.”</i>
Seasoned Skeptics	22%	<i>“I care deeply – but I’m not convinced insurance works.”</i>
Budget-Conscious Caregivers	21%	<i>“I’d love to protect them but can I afford it?”</i>
Family Focusers	13%	<i>“I’m juggling a whole lot. Make it make sense.”</i>

*Priority Target

Affluent Pet Parents

They see pet insurance as a smart, proactive investment – not a luxury. They’re willing to pay more for peace of mind, but expect speed, clarity, and premium service in return.

“I’m not here to be persuaded.

I’m here to make sure you meet my standards.”

It’s Value, Not Necessity

They already believe in pet insurance, so skip the "why insurance?" and focus on “why Healthy Paws?”

Do:

Focus on clarity, control, emotional ROI, and proof.

Don’t:

Over-explaining basics or being too salesy.

Intents that Work Well

Inspire + Inform + Prove

Sense of Control

Choosing their own vet is very important, as well as an ability to see what they’re getting for their money.

Proof Still Wins the Day

Emotions may dominate decision making, but they must be validated with proof content to affirm decision.

Targeted Copy Example:

“Choose any vet, see exactly what you get, and hear from real pet parents who’ve been there.”

Seasoned Skeptic

They’re not anti-insurance – they’re just unconvinced most providers deliver real value. They do their homework. They want logic, not emotion.

“I already care for my pet – I just don’t trust insurance to care for me when I need it.”

Realistic Cost-Benefit

They won’t dismiss coverage outright, but they need strong reasons to believe it delivers enough value to justify the cost

Do:

Be transparent, not persuasive

Don’t:

Over empathize or talk down to them.

Intents that Work Well

Inform + Prove + Educate

Sense of Control

Choosing their own vet is very important, as well as an ability to see what they’re getting for their money.

Proof, Not Manipulation

These audiences are skeptical of emotional language; they believe proof is in the pudding, not in a well-written sentence.

Targeted Copy Example:

”You’ve covered unexpected bills before – and you know what care really costs. We’re here to help you do that with less financial strain.”

Budget-Conscious Caregiver

They want to be responsible, but they're often stuck weighing cost vs. care. They're not skeptical of insurance – they're worried it won't be affordable or worth it.

“I love my pet – but I don't think I can afford to keep them safe and protected.”

Cautious, Not Rejecting

This audience doesn't reject the need for insurance – they're just extra careful signing up for things that cost \$\$\$.

Want to Do Right

They want to do right by their pets, but need help making the numbers manageable and easily digestible to understand what they're getting for the cost.

Clear, Upfront Pricing

They prefer easy to read, upfront information with no hidden fees, plus reassurance that they're making a smart, protective choice.

Do:

Emphasize financial transparency & support

Don't:

Don't oversell or overpromise

Intents that Work Well

Inform + Educate + Entice

Targeted Copy Example:

”A low-cost plan today can help cover the big expenses tomorrow; here are the different pricing structures you can choose from.”

Family Focusers

This audience juggles kids, pets, and household expenses. They’re open to insurance, even likely to have it, but only if the value is clear and the price feels fair.

“Dealing with the chaos is how I care for my family – I’m all for an option that takes some stress off my plate.”

Offer Predictability

Focus on the monthly expense they can plan around, for the coverage they’ll need when crisis occurs, and help cross one thing off their list.

Do:

Be brief, informative, and non-intrusive

Don’t:

Don’t overcomplicate options

Intents that Work Well

Inform + Prove + Transact

Embrace the Chaos

Keep content scannable, mobile-friendly, and low-friction. Deep down, they want a good deal without digging through fine print.

Clear, Upfront Pricing

They prefer easy to read, upfront information with no hidden fees, plus reassurance that they’re making a smart, protective choice.

Targeted Copy Example:

“Simple plans. No annual limits. Coverage built for pet lovers, so you don’t have to think twice when it matters.”

A white kitten with blue eyes is lying on its side on a black background. The kitten is surrounded by several autumn leaves in shades of yellow and orange, a small pinecone, and a few red berries. The kitten's head is turned towards the camera, and its front paws are visible.

healthypawsSM

Good Luck!
Tails are Wagging!

Critical Mass