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**SUMMARY:** PetCopywriter.com joins national group for pet professionals as pet industry expands  
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## **Pam Foster of PetCopywriter.com Joins Women in the Pet Industry Network as Industry Thrives**

PORT ROYAL, SC – Pam Foster is working in the pet industry at a prime time. From 2004 to 2007, the pet industry grew an average of \$10 million a year and is still extremely strong. In the United States, there are more than 80 million pet dogs and 93 million pet cats, according to the American Pet Products Association’s 2009-2010 National Pet Owners Survey.

Foster is the owner of PetCopywriter.com, an online marketing business offering Certified SEO Copywriting and Web Content Consulting for the Pet Industry, and she’s also the co-author of the 2012 guide, *Wildly Profitable Marketing for the Pet Industry*. She joined Women in the Pet Industry (WIPIN) to connect with pet professionals, and because she wants to help support a rising level of professionalism in the industry and capitalize on its growth.

“WIPIN is a growing, exciting force in the pet industry, connecting a lively group of pet professionals for networking, business opportunities and more... and I want to be a part of an active pet-focused community,” said Foster. “WIPIN provides a forum for exchanging ideas, getting the latest news about the pet industry, and sharing the best practices for what works today in pet-business marketing.” She added, “WIPIN is becoming a uniquely powerful place to meet a wide range of pet business owners, find excellent resources and connect in ways that benefit all of us who love animals.”

More than 120 career paths exist within the pet industry. WIPIN members include representatives from most. They include groomers, pet-sitters, veterinarians and practice managers, artists, trainers, breeders, animal psychics, pet product manufacturers, and pet retailers, plus marketing professionals who help these businesses thrive with the latest methods.

For example, PetCopywriter.com offers more than 15 years of pet industry experience in web content writing, copywriting for emails, landing pages, videos, blogs, articles, and much more, plus over the past several years has added SEO (search engine optimization) copywriting to the mix. Pam Foster is the pet industry’s only Certified SEO Copywriter and she provides content for LifeLearn, PetAmberAlert.com, MyPetED.com, IDEXX, and many other industry organizations. For details on her pet-vet industry background, samples, and more, you can reach her at [pam@petcopywriter.com](mailto:pam@petcopywriter.com) or 843-597-6515. Her business website is [PetCopywriter.com](http://PetCopywriter.com).

### **About Women in the Pet Industry Network**

Established in 2010, WIPIN is headquartered near Portland, Ore. It’s headed up by President Shawna Schuh. WIPIN members are part of the go-to network of experts in all parts of the pet industry, said Schuh. “More women are entering the pet niche, traditionally filled by men. It’s an excellent fit,” said Schuh, “since 85 percent of pet parents are female.”

WIPIN affiliates are Black Dog Education, “Animal Wellness Magazine” and PetIndustryTV.com. Schuh can be reached at 503-970-5774 or 877-474-2962; [Shawna@petindustrytv.com](mailto:Shawna@petindustrytv.com); or the network website, [womeninthepetindustry.com](http://womeninthepetindustry.com).

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