



"A book on how to analyze your pets' names and emphasize the good qualities in their behavior."

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NUMEROLOGY FOR PETS

Choosing the right name for your pet to enhance their personalities

The sound of your pets' name can affect their behavior.

Our best friends have different hearing frequencies than we do. When we call our pets, if their names don't vibrate with their hearing frequency, it may add confusion and pets will have a negative sensation.

Numerology for Pets is a cute and informative book which teaches the readers the basics of numerology and how to analyze their pets' names, including which vowels and consonants pets will react positively, each number strengths, weaknesses, and health tendencies. It is all done by numbers in easy and uncomplicated calculations. The reader will be amazed with the results.

Selling Points

- Hiezza Rossetti has more than 30 years of experience in numerology for humans and pets.
- This is an absolute novelty in numerology dedicated for pets.
- This book is unique, fun to read, and it's for children and adults.
- The animated pictures and clear descriptions will hold the reader's attention from beginning to end.
- This book belongs to a 15 billion dollar/year pet industry.

Marketing & Publicity

- Marketing and Publicity will be overseen by Giana Rosetti, co-author of the book, who has more than 15 years of experience in marketing and engineering.
- Targeted online search campaign (Google/Yahoo/Bing).
- Advertise on various pet websites, blogs, and social media that include but are not limited to Facebook, Tweeter, and Youtube.
- Numerology For Pets Web site/portal/social network site that includes the following features:
 - Game - "Learn Numerology in 3 minutes"
 - Links to purchase Numerology For Pets
 - Link to the virtual book for teaser
 - Link to blog area for users to interact and share experiences

About the Authors

Hiezza Rossetti is originally from Brazil. She has more than 30 years experience in astrology, numerology, graphology, tarot cards, and crystals. Some of her most famous publications include the books "Color for Success" and "Numerology for Business" Hiezza Rossetti lives in São Paulo, Brazil, where she is still very active in animal rights and esoteric studies.

Giana Rosetti is an electrical engineer and daughter of Hiezza Rossetti. She wrote Numerology For pets for her love for animals, and to increase the harmony between humans and their best friends. She also knows numerology and astrology, and is involved in various animal rights. Giana currently lives in San Diego.