

Anita sees a picture of the cutest corgi on Instagram and is excited to take the leap to get her first pet.



She knows that is a big deal, so she wants to learn more about the process and some steps she can take, but she doesn't know where to start.



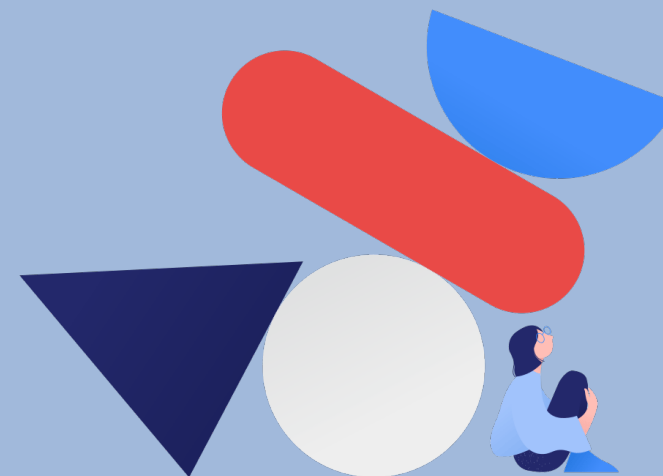
Overwhelmed, Anita decides to meet up with Seth and his dog to give her resource recommendations and figure out if dog ownership fits her lifestyle.



After meeting up with Seth, Anita hops back into her search, only to discover that many of Seth's favorite resources are geared more towards current dog owners.



She tirelessly spends several hours filtering through tons of websites on her own for information applicable to her situation.



After hours of researching and sorting, she finally feels confident in pursuing pet ownership. She has a list of next steps and can start to plan and budget accordingly.



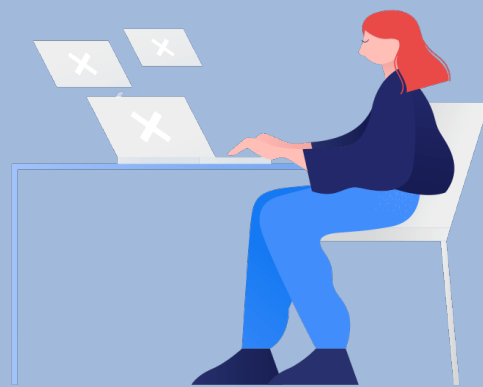
Anita sees a picture of the cutest corgi on Instagram and is excited to take the leap to get her first dog.



She knows that is a big deal, so she wants to learn what steps she can take, but she doesn't know where to start. She calls her friend Seth, who recently got a new dog.



Seth refers her to his favorite one-stop source, Pet Academy. He tells her that he's been taking some of their Mini Courses to learn more about how to take care of and train his dog.



Anita hops back online and goes to Pet Academy. She quickly finds a Mini Course titled "Is Dog Ownership Right For You?"

She clicks into the Mini Course and sees articles that directly address all her questions. She finishes her first Mini Course and feels more prepared for dog ownership.



She now has a list of next steps and can start to prepare and budget accordingly. She bookmarks Pet Academy so that she can refer to other Mini Courses to learn more in the future.