

PetBizStudio

— Pet Business Marketing —



PetBiz PlayBook

Streamline your pet business marketing
to attract the dream clients you deserve

www.PetBizStudio.com



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Hey, I'm Lesley, Founder of Pet Biz Studio!

It's nice to virtually meet you! Before we dive into this guide, you might like to know a bit about me. **Who am I to be helping you with this?!**

Well, in early 2003, I started out selling my own digital products online. The websites I created were no works of art, as the design was secondary to providing the information visitors needed to make a buying decision. In 2007 in true digital nomad style, I created a house sitting website and spent two years on a pet sitting tour of Australia and Canada.

In early 2009 we found ourselves pregnant (surprise!), so we cut our lifestyle short to settle back down in New Zealand.

Leading up to this point, I'd heard about online marketers getting great results for small business owners. As a brand new stay-at-home mum, I was super keen to start using my online marketing skills to help local business owners build their businesses.

I had no choice but to up my design game, so I learnt to create beautiful websites in the up-and-coming platform, Wordpress.

I helped over 100 business owners with their branding, design, and online marketing up until 2014 when I received some pretty devastating health news; they found a high-grade, malignant tumour in my bladder. My children were just 3 and 4.

Nothing tunes you in to what's important faster than a cancer diagnosis. My body was demanding change, so that's what it got!

Amongst a whole host of other lifestyle changes I made, I decided to follow my heart into the pet care industry, starting a company where I could play with dogs in the sun all day. Sounded as close to heaven as it got to me!

Fast forward 8 years, I've had many business and health ups and downs, but I'm still going strong! 🙌 However as much as I love working with animals, I miss helping business owners with their marketing.

While many business owners cringe at the thought of marketing, I absolutely love it.

I get *such* a kick out of getting a business owner to the top of Google. I *love* making a few tweaks to a website and hearing stories of increased profits from day one. I've lived and breathed marketing for nearly 20 years. I'm now ready to use this and everything else I've learned to start and grow my pet care company, to help fellow Petpreneurs (like you!), build successful pet businesses too.

I feel truly blessed that you've chosen me to be the guide on your journey to bringing peace back into your pet care business. I'm looking forward to celebrating your every success!

How to Make the Most of this Playbook

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."
— Abraham Lincoln

I know all this can seem overwhelming and at times feel like you have so many more important things to do than the exercises in this playbook.

Totally get it. I've been there.

When I was first starting out in my pet care business, I'd spent 10 hours a day for the past 10 years in front of a computer screen. I'd had it up to here. I wanted to get out there and start healing with dogs, today.

However, I was cursed with the knowledge of how important it was so I forced myself to go through with it. It took a lot of soul searching and head scratching, but a few hours and reiterations later, I had everything I needed to quickly move forward with the playing with dogs in the sun all day.

It came as no surprise when after helping clients build and grow their small businesses for 10 years, I went from one dog to capacity in just a few months. While this was great, it was the side effects you don't always plan for that were the most rewarding.

Examples include:

- I attract the most incredible clients. They love, appreciate, and refer me to all their friends
- The team members I've hired have been deeply dedicated and passionate about their roles
- I've always been the most expensive pet care company in town, now I'm twice as expensive
- When the going gets tough, remembering my *why* gets me through, no matter what I'm facing

...and so many other benefits. So while I know you have a million other things on your to-do list that seem more important, I urge you to make the time for this. If you do this work, you cannot fail to start and grow the pet business you always dreamed of.

Big call? Yes it is, but I stand by every word!

Here are just a few reasons why:

- By clarifying your message, you'll stand out as the perfect solution to your customer's problem.
- By creating your ideal client profile, you'll find it much easier to find them wherever they are online and use the terminology that resonates with them to attract them into your world.
- By doing this work now, you will have the basis for all of your headlines, website content, and most effective calls to action, saving you hours of guesswork in the future.
- You will know who your website is aimed at, what they are looking for, and the problems they are having that you solve.
- You will have clear goals giving you and your employees clarity, purpose, and a vision for your business's future.

And so much more.

This fillable document is meant to meet you wherever you are in your business, not every field will apply to you and the place you are currently. You may be an avid goal-setter so you may not need any help with that aspect of your business. However, you may not have a mission statement in place currently.

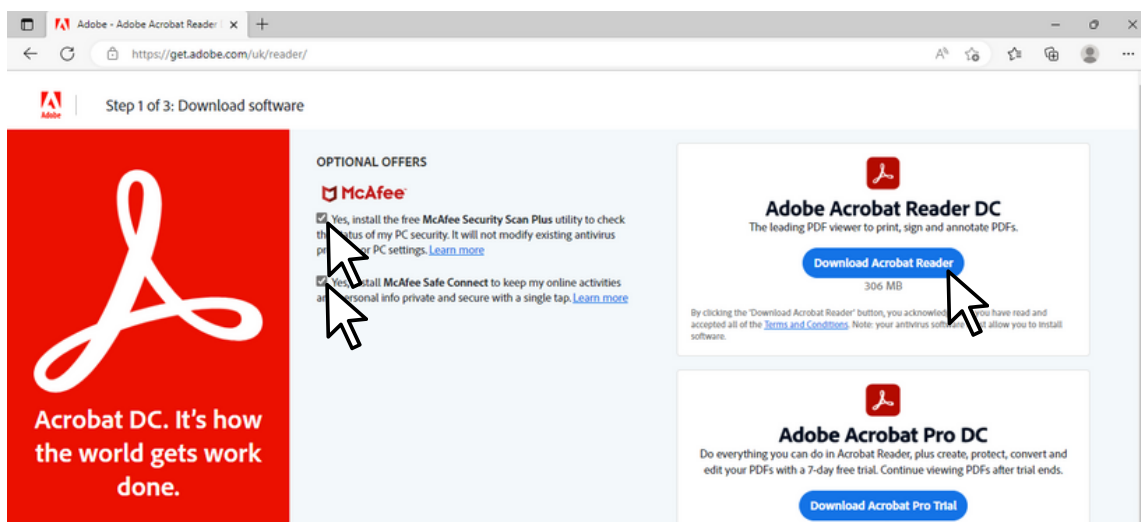
This playbook will give you the basis to make everything you dreamed about in your business happen.

This work is imperative to give you structure for your vision, so you and your employees have a clear roadmap for the journey you are taking your clients on.

Please share exercises for feedback with the group for Pet Business Owners.



Editing and Saving Your Work

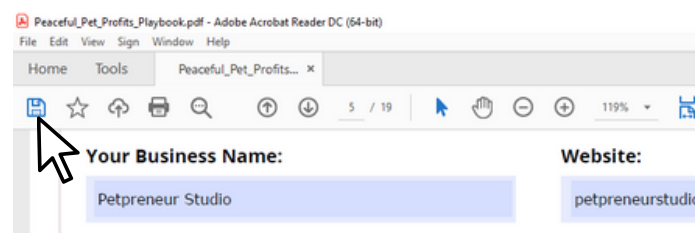


You have a couple of options for editing and saving the Pet Brand Playbook, the safest option being with the Adobe Acrobat Reader. **Adobe bundle McAfee Antivirus with their download so be sure to untick both boxes to ensure they don't install at the same time.**

Once you have the Acrobat Reader installed, open the software, click **File > Open** from the menu and navigate to where you downloaded this PDF. You can then edit from within the software.

If you click on any of the links they will open into a browser and you won't lose your work. if you were editing in a browser, you **won't** get a Save prompt.

When you wish to save your work, click the **Save** icon and you will be prompted to save a copy.



If you really rather not install Adobe Acrobat and want to edit in a browser such as Microsoft Edge or Google Chrome, please be aware that if you navigate away from the page at any time, it will not prompt you to save. **Please, save your work regularly if editing in a browser.**

[Download Adobe Acrobat Here](#)

Help Us Get to Know You Better

If you are filling in this document as the first step of working together, please tell us a little about yourself and where you are in your business currently.

Your Business Name:

Website:

Business Email:

City and Country:

Your main service:

Any other services:

How long have you been in business?

Do you have any employees?

How do you get most of your business?

Do you use paid advertising in any form?

What did you have in mind for your business when you first got started?

Describe the market you are currently serving. *Is this the market you imagined serving? Are you happy serving this market? If not, would you like to move into serving a different market?*

What are your proudest achievements in your business?

What are the biggest concerns you are facing in your business?

The Five Minute Marketing Makeover

"If we pay a lot of money to a design agency without first clarifying our message, we might as well be holding a bullhorn up to a monkey. The only thing a potential customer will hear is noise."

— Donald Miller in ***Building a StoryBrand***

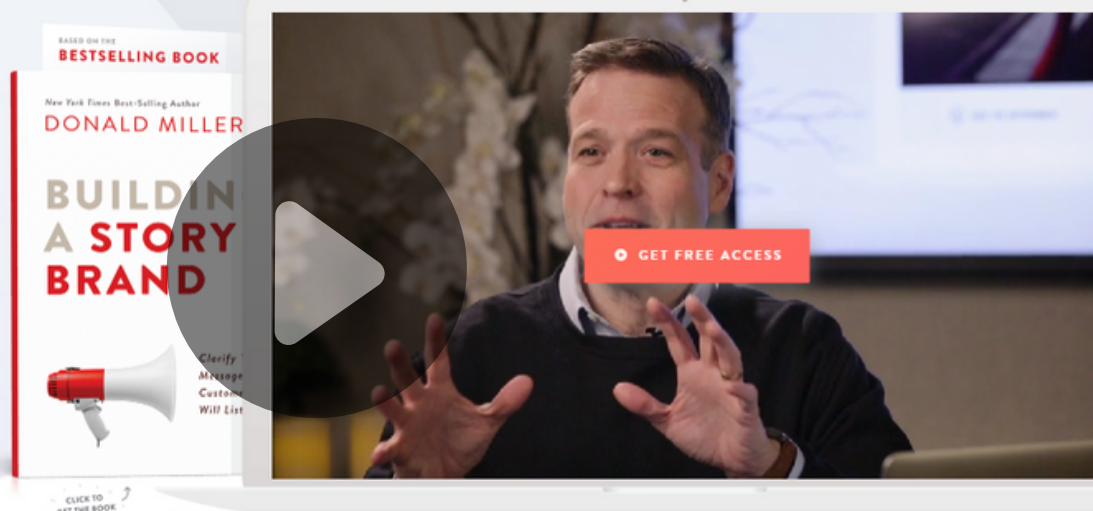
If you've sent any amount of time consuming any of our content here at Pet Biz Studio, you will know we are huge fans of the StoryBrand framework by Donald Miller. *Building a StoryBrand* is one of my all time favourite marketing books, I keep coming back to it time and time again. I've started to know parts of it by heart!

Basically, everything we do and everything we create here at Pet Biz Studio, follows the StoryBrand framework. We're working towards becoming a StoryBrand Certified Guide in the future, we're so invested in this system. It's only fair at this point we introduce you so you can take advantage of it too!



5 MINUTE MARKETING MAKEOVER

Three videos to help you clarify your message and grow your business.



Watch each video and make tangible changes that will increase your revenue.

If you're interested in visiting the [Meyer's Tails Up Farm](#) website Donald analyses in video two please feel free to view that [here](#).

If you haven't heard of Donald Miller or this free training, I highly recommend stopping here and signing up. Spending the next 15 minutes watching these three videos will help you understand the importance of the following exercises to help clarify your brand.

Even though storytelling has been around for thousands of years to convey messages that move people to action, I've never had it explained so clearly and in a way anyone can understand. **I'm sure it will become clear why we have such high praise for the StoryBrand Framework!**

[Sign Up For The Free Training Here](#)

Finding Your "Why" (or Purpose)

"People don't buy what you do, they buy why you do it"

— Simon Sinek



As Simon Sinek points out in [his powerful Ted Talk](#), people are more likely to work with a business whose beliefs align with their own. People care deeply about your motivations, passions and visions for the future of your business.

In Simon's book [Start With Why](#), he argues that your *why* and *how* are processed in the limbic system, the part of the brain associated with emotional responses. This is also the part of the brain that processes story. The *what* resides in a different part of the brain, known as the the neo-cortex.

You may have heard the phrase "people buy on emotion and justify with logic." Well, according to Harvard Business School professor Gerald Zaltman, **95%** of our purchase decisions take place unconsciously. Due to the strong emotional connection people have to their pets, I would say that figure is even higher in the pet care industry.

When people connect with your story, you're able to shortcut straight to this deeper emotional core of their brain. To complete this process, their brain then sends that decision via an emotion to the conscious mind, which then justifies it with logic.

Finding your why not only lets you appeal directly to the subconscious mind of clients with similar values, it allows you to live a life of greater passion.

1). It frames your business and life's purpose.

Knowing your why gives you the reason to get up and keep moving forward every day. It gives you clarity and allows you to connect more deeply with what you're passionate about.

2). It promotes enthusiasm and strengthens your commitment when times get tough.

Simon discovered the idea for *Start With Why* at a time when he had lost any passion for his work. That's when he realised the importance of understanding your purpose, in business and in life. And let's face it, running a pet business is not for the faint hearted. When you know your why, it gives you the energy to reach just that little bit further when you didn't feel like you had anything left to give. Finding your why can also restore your passion for your pet business when burnout has set in and you're ready to throw in the towel.

3). It gives you focus.

In a world that is ever-increasingly built on distractions, knowing your why empowers you to remain fixed on your goals, and less tempted by shiny objects that divert you from your path.

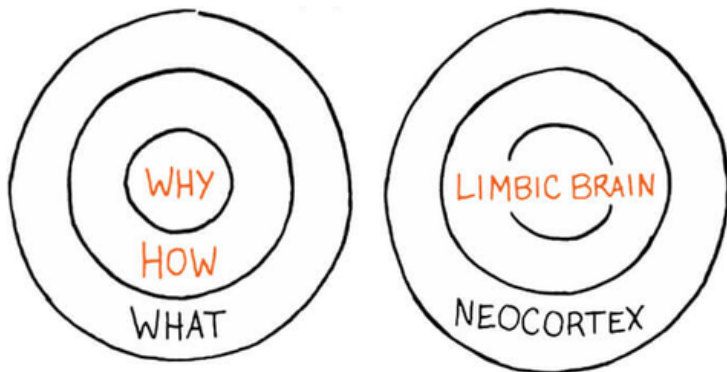
4). It's inspiring to your team

People want to feel like their work matters. When they are able to embrace your core why, they feel like they are making a difference.

How to Find Your Why

*"Tell me a fact and I'll learn. Tell me the truth and I'll believe.
But tell me a story and it will live in my heart forever."*

— Indian Proverb

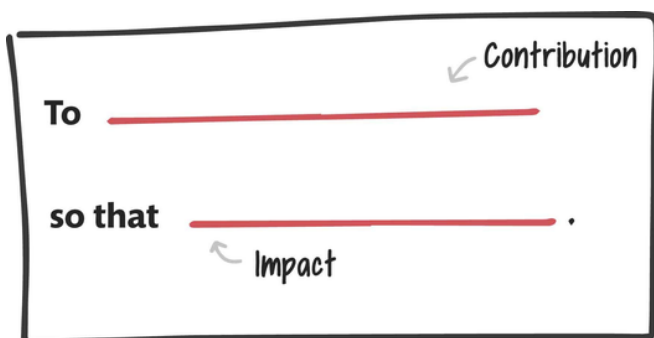


Source: *"Find Your Why"* by Simon Sinek

So as we've learned, our brains are hard-wired to identify with stories. Sharing stories is what connects members within any group, giving them a sense of belonging. Finding and sharing your why and how helps you create powerful messaging that centres around what you *stand for*, instead of what you *sell*.

But *how* do you find your *why*?

Simon suggests formulating your *why* statement in a **to...** (contribution) **so that...** (impact) format. The first line represents the contribution you make to the lives of pets and their parents. The second represents the impact of that contribution.



Source: *"Find Your Why"* by Simon Sinek

Start by making a list of the contributions you make to the lives of others or the animals you care for. It helps to think of specific stories of when you have felt most proud of your work. For example, my *why* statement for VIPets Ltd is as follows:

VIPets Ltd Purpose Statement

To ensure dogs live longer, feel loved and are better behaved through training adventures, so pet parents can enjoy extra quality time with their special friends.

List the contributions you make here (one per line):

Next, list the impact those contributions have. This is what your product or service allows the pet or parent to experience or become:

Other example purpose statements include:

Mera Pet Food

To produce ecologically high-quality pet food for a species-appropriate nutrition of dogs and cats, which enables a long and healthy animal life.

Happy Howies

Our passion is making healthy dog treats and partnering with our customers to grow a sustainable company while improving Detroit through community support and job growth.

Merge your favourite lines into your final WHY:

Finding Your "How" (or Core Values)

"Open your arms to change, but don't let go of your values"

— Dalai Lama

If your *why* is at the heart of your golden circle of guiding principles, your core values represent the *how* you run your business.

Your business core values are the principles that guide you every day. They represent your highest priorities in the day-to-day running of your business.

As most pet business owners are solo or run a small team, these principles usually reflect their own personal life values.

I'm sure you've heard the phrase; "people buy from those they know, like and trust." The same goes for businesses they respect and can relate to. By establishing your core values, you will connect with clients who share the same value system.

Your core values should answer the following:

- What does my business stand for?
- What does business success look like to me?
- How do I show my clients I care?
- Why would clients choose me?
- What habits do I value the most?
- What are my core competencies?

I've put together [a list of brand words](#) to help you brainstorm your core values, you will find that [here](#). You can also Google "brand adjectives" for more.

Some core values examples include:

Dogtopia

We *love* life unconditionally like a dog

We *stay* loyal to our pack

We *chase* the absolute highest standards of safety

We *play* to our full potential

We *treat* every day like it's our most exciting day ever

There are a couple of ways you can format your core values, either with definitions like The **Cat Butler UK**:

The Cat Butler UK

- *Reliability* - Our commitment and dedication ensure that our clients can trust our ability to provide the best cat care. We will always conduct our services professionally. Our clients can be sure that their cat and their home are in safe and capable hands.
- *Integrity* - Our clients and their cats' needs are our top priorities. We understand that their cat is a member of their family and, we pledge to treat their cat as a member of our own.
- *Excellence* - It is not enough to merely meet expectations. We strive to exceed standards with the quality of service we provide.
- *Caring* - This is much more than a business to us. Taking care of cats is our life's passion. Our clients will notice the excellent and professional service that we provide and the genuine care and love that we put into our work every day.
- *Community* - We are proactive in our communities, volunteering and supporting the voiceless and homeless cats and other animals.

You can also simply list your core values:

SPCA NZ

We are One

We are Kind

We are Brave

We Thrive

We Serve

Format your core value statement here:

Finding Your "What" and "Where"

"Nothing gives a person inner wholeness and peace like a distinct understanding of where they are going."

— Thomas Oppong

If your *why* is at the centre of the Golden Circle, the *how* are your core values, your mission defines *what* you do and your vision outlines *where* you are going.

Your vision statement is your plan for the future and what you want your business to become. Your mission statement explains how you will get there. Together, they form a roadmap for your business.

Your Vision Statement

...outlines your plans for the future, giving you purpose, meaning and direction.

It's a motivational tool that creates a mental image of what you wish to achieve for your business. It communicates values and long-term goals, giving you and your employees direction for the future.

Your vision statement will influence all long-term business decisions so it's here you want to dream big.

Your vision statement should instantly answer these questions:

- What is your purpose for your business?
- What is your dream for your business?
- What problems do you want to solve?
- Who do you want to inspire change in?

Your vision statement helps you keep sight of your future goals and plans. It ensures you and your employees are all working towards a clear vision which acts as a unifying force.

Examples include:

Bella and Duke

We champion pet health and wellbeing, challenging the status quo so that pet-centred, species-appropriate nutrition becomes the natural choice for every pet owner.

Dogtopia:

To Enhance the Joy of Pet Parenthood and Enable Dogs to Positively Change Our World

A Closer Bond

Our vision at A Closer Bond is to become world-class leaders and a pet parents' first choice in the Pet Care Industry providing a consistently exceptional and personalized experience for our clients, their pets and our employees.

Dogsmith

Every DogSmith will work toward a world where people and their pets live together to the mutual benefit of each. Through our efforts, skills and training, we can significantly reduce the number of unwanted pets and provide abused, neglected, and abandoned pets an opportunity to find their "forever home".

Pet Biz Studio:

To be the best possible marketing resource for pet business owners so they can concentrate on providing the best service for pets.

Craft your vision statement here:

Your Vision and Mission

Your Mission Statement

...is a short, clear description of what your business is trying to bring about in the world.

It's a powerful tool to attract both dream clients and employees into your world. People who share the values in your mission statement will be immediately attracted to working with you.

Your mission statement should instantly answer these questions:

1. What do you do and who do you serve?
2. How do you serve them?
3. What value do you bring?
4. What are the stakes of you not succeeding?

Your mission statement forges the direction of your business. Having a solid mission gives you and your team focus. It should concisely articulate what you do and why.

Examples include:

SPCA International:

To advance the safety and well-being of animals.

Move your Doggie

To enrich the lives of pets and their families by providing excellent pet care, peace of mind trust and security. Our goal is to be the preferred choice for alternative pet care solutions by providing a variety of affordable pet care services.

The Dogsmith

The DogSmith exists to enhance the lives of pets and their owners by improving their relationship and the quality of the life they share, through;

- providing professional support and training to Pet Dog owners.
- supporting and assisting animal shelters and rescue organizations to minimize the number of unwanted animals.
- offering affordable and professional care to family pets so that pet ownership is never a burden.

Volhard Dog Nutrition

Our mission as nutritional consultants is to enable dogs to thrive not just survive. We accomplish this by providing a nutritional solution that is biologically appropriate, natural, healthy and balanced. We are committed to maintaining the highest standards of quality assurance through rigorous assay testing. This ensures that we consistently deliver superior products every day.

Pet Universe

To provide innovative, high-quality, consistent, value-for-money, pet friendly health care that will make your pet want to come back again...and again.

The Unusual Pet Vets

To provide outstanding patient and client care, whilst setting a standard of excellence in the veterinary medicine and surgery of unusual pets. The team at Unusual Pet Vets take our mission statement seriously in order to better serve each and every one of our clients (and their pets).

Angels in the Making

We believe in the human-animal bond and that every dog, like every person, has a purpose. We love to work with all people and dogs, but especially those who have dogs that struggle to live in a human world, which can cause a rift in that bond. As a result of our work together, we will create teamwork and build a thriving relationship through fun and effective training, that is force free.

Pet Biz Studio:

To bring peace into the lives of pet business owners, empowering them to offer the best possible support for the pets they serve.

Craft your mission statement here:

Finding Your "Who"

"Choose your customers, choose your future."

— Seth Godin

Something I feel is starkly absent from Simon's Golden Circle, is the **who** at the heart of the *what* you do and the *how* and *why* you do it. Due to the deep emotional bond people have with their pets, I actually feel the *who*, is perhaps even more important than the *why*, especially for anyone in the pet care industry.

If you don't know your who and the problems they are having, how will you know what and how to talk about to appeal to the clients you wish to attract? Or where to reach them with that content to build awareness with them about your services?

Don't get me wrong, I love Simon's work, but in my humble opinion, I feel that in our industry especially, the *who* is arguably more important the *why*, *how* and *what* put together.

If you don't know your who, you'll end up casting your content marketing and advertising net far and wide on all platforms, wasting money and spreading your time and energy too thin to make any real impact.

However, once you have a picture of the pet parent who shares your same values, you can craft content, headlines and ad copy with the exact solutions to the problems they're having.

In this exercise, I want you to start by concentrating on who your heart tells you you want to work with. They may not be the most profitable clients, they may even be your most exasperating! However it's imperative to start finding that even balance between who you love to work with and clients that are the most profitable.

What services do you enjoy providing the most?

On a personal level, what kind of person do you most like to work with?

What are the personal values and philosophies of your personal favourite clients? *Do you see any corresponding thoughts and beliefs you are drawn to in their personalities?*

What do you absolutely refuse to tolerate in a client? *Think of your dealbreakers - disrespect of your skills? Condescension? Cruel training tactics? This will also help you see red flags in advance.*

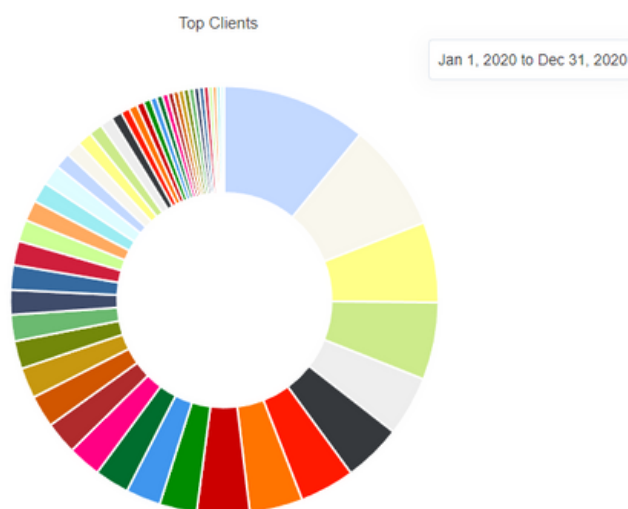
Creating Your Ideal Client Persona

Once you have worked out your why, what and where, it's important to have a picture in your head of the pet parent who shares your same values, so you can craft content, headlines, and ad copy with the exact solutions to the problems they're having.

To start with, I want you to start by concentrating on who your heart tells you you wish to work with. They may not be the most profitable clients, they may even be your most exasperating! However, it's imperative to start finding that even balance between who you love to work with and clients that are the most profitable.

For this next exercise, I want you to actually look at real-world data within your business. If you use any kind of software, there is most likely a functionality to do this easily.

The pet care software I use is *Time to Pet*. I am able to go to the reporting section to get financial reports on just about anything. For example, to find out who my top clients are I can just click on *Reporting*, select *Top Clients*, enter the date range I wish to analyse (all of 2020 when I was pet sitting as well as dog walking) then click generate.



When I hover over a coloured segment, the name of the client and amount they've spent with me appears. This report for 2020 showed me my top 5 clients were all professional women, aged 35-45, homeowners, 4 had no kids at home, 4 were married, 4 from the UK, **all** (of course), deeply devoted to the health and wellbeing of their dogs.

Now that I have this picture, see how much easier it is to go about attracting more of the same people?

From accessing this data and self-analysing your heart clients, you will be able to create a fictitious overview of the ideal client you want to attract more of. You can add as much information to the profile as you like. However, a brief overview of your ideal client is better than no overview at all.

There are many different ways to create client personas, check out this intensive example from the portfolio of offlinemarketing.co.uk for [Bella and Duke](#) for inspiration. The quick formula I follow to create profiles for every service I offer is as follows:

01 About your client and pet persona

Create a bio including a fictitious name ie: Dora Doodle Owner, occupation, income etc

02 What benefits are they seeking?

Next you would list the main benefits they receive from using your service

03 The process of how they found you

List all the steps they took in their path to scheduling a meeting with you

04 Previous solutions and pain points

What they've done up to this point and why that's not working for them

This is a great start when creating a fictitious persona to keep in your head when creating marketing materials that get to the heart of your ideal client's problems. However, the deeper you delve into the creation of your dream client, the better. The following worksheet will give you even more insight.

Ideal Client Worksheet

In this exercise we're looking to really hone in on one particular client, giving them a name, personality and interests.

By getting to know who your ideal client is and how they spend their time on a daily basis, you will find it infinitely easier to attract them into your world.

Ideal Client Demographics

Ideal client fictitious name:

Gender:

Occupation:

Ethnicity:

Number and age of children:

Social media they use most:

Age:

Marital status:

Income:

Political/Religious views:

Hobbies/Interests:

How do they usually consume information?

How You Can Help Them

What do they want in regards to your service?

What would their ultimate goal be?

If they were able to make a wish and this problem would disappear, what would that wish be?

What results can they expect after working with you? What will their life look like?

What are the problems they are having?

How is this impacting their life?

How and why are you the best solution to this problem? How do you empathise with them?

What are the negative consequences they face if they don't work with you?

Get Your Brand Story Straight

"Everybody wants to be taken somewhere. If we don't tell people where we're taking them, they'll engage another brand."

— Donald Miller, **Building a StoryBrand**

Now you have your ideal client profile fresh in your mind, it's time to research the problems they are having and communicate how you can solve them.

Once a visitor lands on your website, it's now estimated you only have one-twentieth of a second to get their attention, so you need to get to the root of their problems, and fast.

Overall, who are the clients you wish to attract more of? *Trainers: Pet parents with new puppies. Sitters: Cat owners who travel frequently. Walkers: Dog owners who work long hours.*

What are the problems they are having? *Trainers: Dogs that are reacting in fear with aggression. Sitters: No-one they trust to care for their cats. Walkers: Dog that is becoming destructive because they are bored.*

What negative emotions are standing in their way of seeking help? *Trainers: worried about training techniques. Sitters: anxiety at a stranger being in their home. Walkers: Fear for their dog's safety.*

How do you help them solve their problems and allay those fears? *What services do you offer that help solve their problems and systems are in place to avoid perceived pain?*

What results can they expect after employing your services? *Paint a picture of what their life will look like once you have worked your magic. What does success look like for them? How will they feel?*

Building Your Brand Message

"Brand is the story. Design is the storytelling."

— Susan Sellers

Now you have worked out who it is you would most like to work with and the problems they are having that you solve, it's time to put that all together to craft your brand message.

Donald Miller calls this following exercise the **One Liner**, and it's a super powerful marketing tool when delivered at the precise time your ideal client seeks your services.

As an example, I'll share the Pet Biz Studio brand message and how we arrived there.

01 Who do you wish to work with?

Pet business owners who want to restore a sense of peace to their lives.

02 What are their problems?

They feel completely burnt out trying to be everything to everyone.

03 What solutions do you offer?

We help them attract and onboard premium clients, practically on autopilot.

04 What results can they expect?

They work less hours for appreciative clients who pay what they're worth.

Pet Biz Studio Final Brand Message

Most pet business owners are so drained in the evenings after caring for pets all day, they don't have the time, energy or inclination to spend hours more on their marketing. So we've developed a system that attracts and onboards premium clients, practically on autopilot. This empowers pet business owners to work less hours for appreciative clients who pay them what they're worth.

Work on your brand message below. Try to be clear, specific and to the point. Don't overcomplicate with too many words. Your brand message should resolve all the major pain points your clients are experiencing.

Pet Business Positioning

"Charging a premium amount allows me to offer a premium service."

— Ramit Sethi

If you're just starting out, it's easy to just look around at what others are doing and undercut them slightly, just to get a foot on the pet business ladder.

When I first started my pet business I was of the exact opposite school of thought. I'd learnt the hard way by being a low cost website provider when I first started and ended up feeling undervalued and resentful. Because I didn't understand the value I was bringing to their business in vastly increased revenue, I attracted clients who didn't either (what a surprise!). They were constantly trying to lowball my already rock bottom prices. I would have to hound them for payment and when they did pay it was grudgingly and without any real appreciation.

I was keen to avoid a repeat performance!

This time around I wanted to offer a premium service and charge accordingly. I didn't want to just be a great dog walker, I wanted to be the **best**. I wanted to attract clients who saw my service as a luxury they couldn't do without. I wanted to position my business as an exclusive service clients felt lucky to secure a space with.

So I called my business "VIPets - First Class Care for Very Important Pets," and matched the prices of the most expensive pet care company in town. Since then I've doubled that price and now I'm by far and away the most expensive. **I'm still booked solid all week and have a waiting list.** I've had clients refer to my services as the "Rolls Royce of walks" and that's the way I like it!

The thing is, there are people out there who are willing to pay premium prices for an exceptional service. The ones that value high quality. The ones who want the very best for their dogs.

When you think about it honestly, who would you rather work with? Someone who grudgingly pays as little as possible for a 15 minute visit otherwise the dog will poo on the carpet, or someone who would do anything to ensure the happiness of their furry family? It's certainly the latter for me.

I know it can feel a little off to charge higher prices for something you love to do, but you *must* understand the value you are bringing to the lives of your pet parents. The peace of mind their pets are getting the best possible care from someone who loves animals as much as you? Priceless.

You may feel like you can't raise prices because you haven't been around as long, or you're training on location while others have fancy facilities. Yes, you **must** meet certain standards, but you can gain experience while still providing exceptional service.

Petpreneur, it's all about *positioning*.

When I first started out, I had no experience walking multiple dogs, so I positioned my individual walks as an exclusive, safe, one-to-one service. I was able to charge more for this while gaining valuable experience and still offering a premium service.

There are many benefits to premium pricing for your business, most of which also serve clients:

- You can afford the little things others can't; high quality treats, safer equipment, etc.
- You can afford to pay for the best possible help when it's time to hire, not just some student who will do it for minimum wage.
- You work less hours for more money, meaning you have the energy and enthusiasm to provide the best service.
- You'll be viewed as prestigious and desirable which creates a buzz around you.

Becoming Premium

The two most popular ways to stand out as a premium pet care provider are by niche specialisation, and by gaining expert status.

The latter is a little more difficult and can take some time to work up to. Specialisation however can be scary but is entirely possible. After I had been walking individual dogs for a couple of years I started pairing dogs together and eventually ended up taking out groups. In the end, I dropped all other services and started offering just two-hour dog adventures. I doubled my prices and thought I would lose many clients. Amazingly to me, only a small percentage left.

There *are* cons to setting higher prices when you're just starting out. It did take me a little longer than I expected to become full time. This was simply because when you charge premium prices you have to reach more people to find the ones who are willing and able to pay for exceptional service.

Luckily you are in the process of setting up systems to ensure you are found by the maximum number of people looking for your premium service. Raising your prices is scary, but you can use this exercise to look at ways to increase prices on your new website immediately, grandfathering in current clients after a set amount of time (I gave 4 weeks).

What services do you enjoy the most that make you the most money?

Raise this price by at least 10%. How much extra profit will this bring in each week? Month? Year?

What can I add to this service to justify premium pricing? *Can you add a bronze, silver and gold service? Clients like to have a choice between three different packages and studies show they will usually choose the middle tier. Try to always have three levels to choose from.*

Are there ways you can specialise? *Trainers, can you become the go-to expert for one particular behavioural problem? Groomers, could you specialise in a particular cut and be the person everyone thinks of for this? Walkers, can you become known for dog adventures? Small dog walks? Bull breeds?*

Are there ways you can gain expert status? *Have you always dreamed of writing a book? Self publishing on Amazon makes this easy now. Can you create an online course that shares your skills? Do you have an interesting story surrounding your business that can get you featured in the local paper?*

Ally Analysis

How to turn your competition into allies.

There's no escaping it. The pet industry is competitive. It's becoming harder to stand out in the crowd. It's hard not to compare ourselves to the competition with every move we make.

What I would like you to do with this exercise is to start to think of your competition differently. Comparing yourself to them only hurts **you**, much like holding a grudge against someone who has long forgotten you.

Yes it's important to look at what others in your space are doing in your city, but only in a way that serves your growth. Micro-analysing their every move is a waste of your precious energy. It is much better spent focusing on what you do that makes your current customers happy, and working out ways to give them more of that.

Because I had just spent 10 years in the deeply competitive website design industry, I wanted to approach this new venture differently. I'd experienced true nastiness from web designers (like calling my clients and scaring them with fabricated issues), this time I wanted to start out by making **allies** of the leaders in our industry.

Instead of reverse engineering everything the top 3 listings in Google were doing and trying to compete with them, I looked at their services and tried to work out ways to compliment them. My main competitor only offered group walks. I wasn't experienced in handling multiple dogs so I only offered one-on-one walks to start with. I was able to reach out and refer her all my group walk enquiries. Use this exercise to see where you can align yourself and make allies of your competition.

Competitor Name:

Main service:

How they differentiate themselves:

Website:

Highest price:

How you could help them:

How you could do things differently to be unique and/or compliment their services:

Their Vision Statement

Their Mission Statement

Ally Analysis

Competitor Name:

Website:

Main service:

Highest price:

How they differentiate themselves:

How you could help them:

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Their Vision Statement

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How they differentiate themselves:

How you could help them:

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Their Vision Statement

Their Mission Statement

Finding Your Uniqueness

"In order to be irreplaceable one must always be different."

— **Coco Chanel**

Determining how your business is unique can seem surprisingly difficult. There are very few businesses that are truly one-of-a-kind. In our industry, a lot of the services are very similar with nothing to really differentiate them.

In order to work out what USP (**Unique Selling Proposition**) will resonate most with your ideal client, you need to think of your services from their perspective. You might like to say, "we'll care for your home like it's our own." The problem with that is, they don't know you. You might be a little blasé about a bit of mess left laying around. They may be fastidious and require a high level of cleanliness at all times.

When I first did this exercise I wanted to include "we care for your pets as if they were our own." When I thought about this I realised, we don't actually care for pets as if they were our own. We don't walk into our own homes and do a 7 point health check. We actually care for pets as if they were someone else's! But how do you sum this up in a way that comes across as unique?

I worked on this for a while and as part of my philosophy I included the following bullet point: **"We clearly communicate with clients to ensure homes are run to their exact specifications so pets are kept as close to their routine as possible."**

Developing Your Competitive Advantage

Are there any gaps in your local market you are able to fill? *Referring back to the ally analysis, can you see anything that is missing you can offer?*

What are my strengths? *Are you qualified when others aren't? Uniquely experienced in some way?*

If you already have clients, what do they say is unique about you? *Why did they choose you?*

What is something that is a perceived shortfall you could flip and use as a USP? *If you don't have facilities as a trainer, you could say something like "we come to your home and work with you directly."*

Business Goals

"If You Fail to Plan, You Are Planning to Fail"
— Benjamin Franklin.

Goal setting is a powerful process to motivate us to business success. When we are directionless we tend to meander off the beaten track, covering many more miles than necessary. It also helps us avoid the paralysis of the sheer number of things we usually need to get done in our business.

We've all heard of SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound).

The SMART system is a great tool for making sure our goals are actually possible and setting a time frame for achieving them.

Big Audacious Business Goal #1

What do you want to achieve in your business? *Be specific...*

How will you know you have achieved this?
Make it measurable...

Is this goal within my power to accomplish?
Make it achievable...

Can I actually achieve this goal?
Is it realistic?

When do I want to achieve this by?
Give this goal a time-restraint...

Action Steps

- 01
- 02
- 03
- 04

Business Goals

"A goal without a plan is just a wish."
— **Antoine de Saint-Exupéry**

Big Audacious Business Goal #2

What do you want to achieve in your business? *Be specific...*

How will you know you have achieved this?

Make it measurable...

Is this goal within my power to accomplish?

Make it achievable...

Can I actually achieve this goal?

Is it realistic?

When do I want to achieve this by?

Give this goal a time-restraint...

Action Steps

- 01
- 02
- 03
- 04

Strategies

Updates

Business Goals

"Success is easy to achieve once you set your mind on a specific goal."
— Aristotle

Big Audacious Business Goal #3

What do you want to achieve in your business? *Be specific...*

How will you know you have achieved this?
Make it measurable...

Is this goal within my power to accomplish?
Make it achievable...

Can I actually achieve this goal?
Is it realistic?

When do I want to achieve this by?
Give this goal a time-restraint...

Action Steps

- 01
- 02
- 03
- 04

Strategies

Updates

Income Goals

"The goal isn't more money. The goal is living life on your terms."

— Chris Brogan

Now you've done the groundwork for everything moving forward and you know what is possible in your business, it's time to set some income goals.

Income goals should serve to push you to taking steps towards the next level, but not discourage you by being too far out of reach.

Income Goal Planner

Average monthly earnings in the last quarter:

This is your base income.

By what percentage would you like this to increase?

Within what time frame would you want to see this increase?

New monthly income goal:

This should be enough to make you smile a little :)

Price of your most popular service:

Can this be raised by the percentage above?

How many of these would you need to

perform at this price? Is this possible currently?

Are there any premium add-ons you could bundle with this service to increase value?

How will it feel when you have achieved this income goal?

Action Steps

- 01
- 02
- 03
- 04
- 05

Next Steps

"Dare to dream, then decide to do."

— Annette White

Now you have determined who the ideal clients are that you wish to attract, clarified your brand message and set big audacious goals, where should you go from here?

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Next Steps

"Dare to dream, then decide to do."

— Annette White

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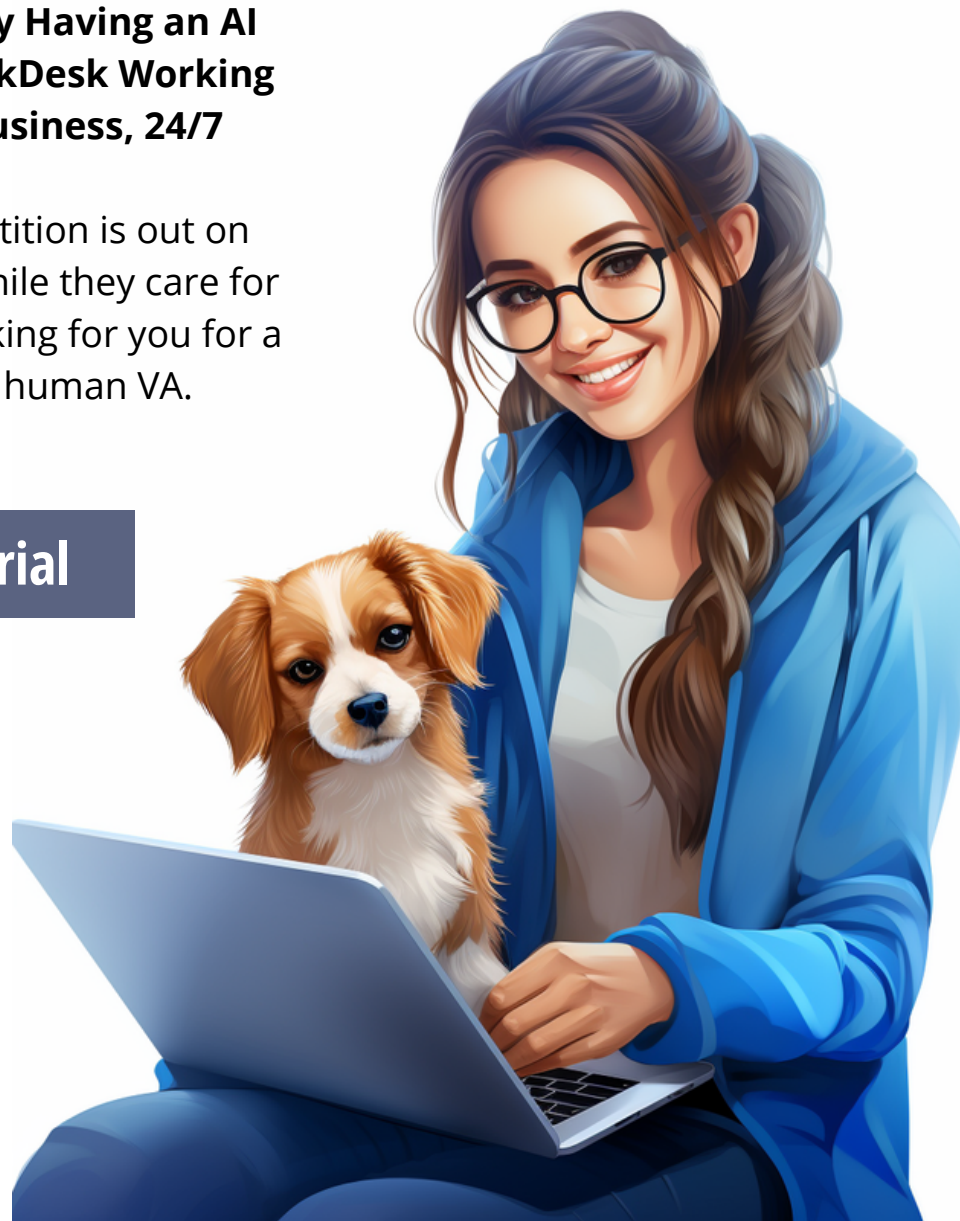
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Thank You!

I'm deeply grateful you're here and honoured to be a part of building your business to the very best it can be. You are one of a select group of pet care professionals who are willing to put in the hard yards and I'm happy to be in such great company.

If you are looking for extra support and additional resources for marketing your pet business, please feel free to reach out at any stage and ask any questions you have in our group for **Pet Business Owners**.

If you're ready to start onboarding dream clients into your business, I would love to help you. Click the button below to schedule a 30 minute, no obligation chat to get started now.

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