

PetBizStudio

— Pet Business Marketing —

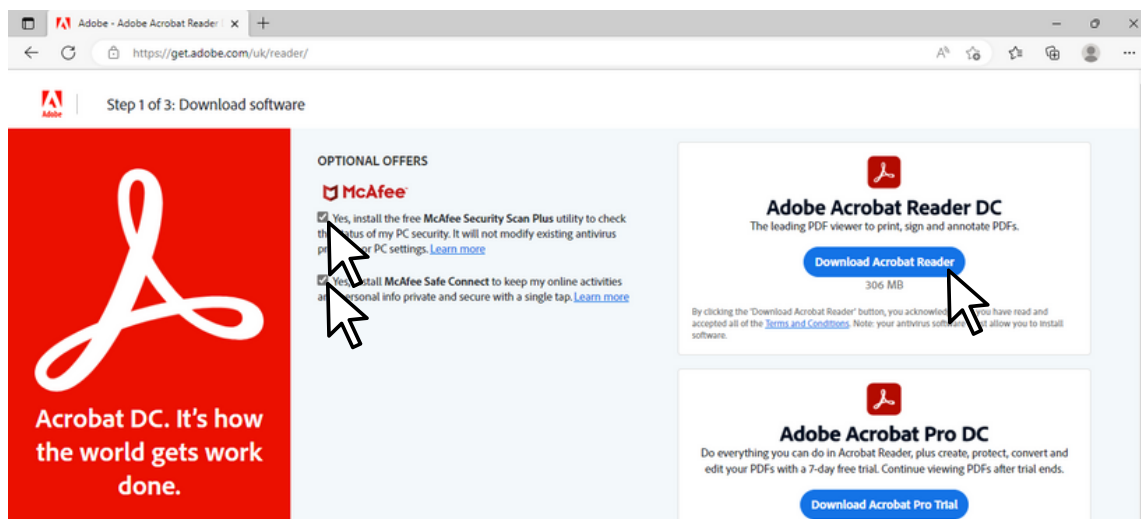


A PET BIZ BLUEPRINTS PLAYBOOK

The Top Five Things Successful Pet Professionals Get Right



Editing and Saving Your Work

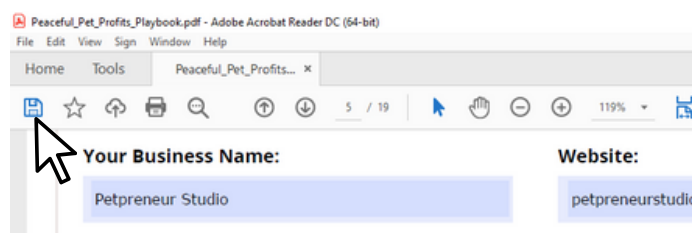


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Hey, I'm Lesley, Founder of Pet Biz Studio!

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 pet care professionals build successful businesses too.

So, without further ado, let's get into the Top 5 Things Successful Pet Care Professionals Get Right. Get these in order and see your business grow in leaps and bounds. **Wishing you every success!**



SUCCESS STRATEGY ONE

They Clarify Their Marketing Message

"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***

Action Step One — Clarify Your Marketing Message

The most important thing you can do above all else is to create a marketing message that resonates with your ideal clients. Few explain this better than Donald Miller, creator of the Storybrand Framework and author of *Building a StoryBrand*.

The Storybrand Framework is a marketing strategy designed to help you clearly communicate your value and worth to your ideal clients. It helps you simplify your messaging using a story-based approach that places you as the guide in your client's journey. Humans are hard-wired to understand stories, it's how we've communicated since the dawn of time. That's what makes the framework so accessible and easy to implement.

Of course, your offer needs to be something the client needs help with, but unless you give them a convincing reason they should believe in you, you'll never get the opportunity. With people entering the pet care industry daily, you need to give a clear and compelling reason to work with you over your growing competition.

When you take steps to clarify what you do into a short, sharp message that focuses directly on your potential client's needs and wants, you cannot fail to attract new and repeat clients. Donald Miller calls it 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 One-Liner 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 fewer 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.



SUCCESS STRATEGY TWO

They Invest in Professional Branding and Website Design

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

— Susan Sellers

Action Step Two — Professional Brand and Website

Branding is one of those daunting terms that feels like it should only be something that's explored within the realms of huge companies, like Coca-Cola, Nike and Apple. The truth is, professional branding is just as important to the sole-trader who operates within a 20km radius of their home as the CEO of a multi-national conglomerate.

When most small business owners think of branding, they think of having a logo designed. However, your brand identity is just the tip of the iceberg. Your logo and business design is what people see on the surface. Your brand is the huge mass underneath, keeping your business afloat.

Your brand lets like minded-clients know who you are, what you stand for and why they should work with you. It gives you and your employees clarity, purpose, and a vision for the future.

Your branding should answer the following:

1. Who are you as a company?
2. What makes you different?
3. Why do you do what you do?
4. What are your values?
5. What is your vision for the future of the business?

Part of a professional branding strategy will take you through the process of finding the answers to these questions, and more. Effectively communicating these answers will attract clients who believe what you believe, and give them a compelling reason to trust you. In 2023 and beyond, where resources are being spread ever-increasingly thin, people need a solid reason to believe in (and spend their hard earned money with) you, over your competition.

Potential clients also need to feel like you understand their pain points and you have processes, procedures or products that solve them. They need to feel you know where they are coming from and can empathise with their struggles.

A professional brand strategy will help you uncover those problems and offer solutions, right at the point your ideal clients seek them.

These are a few of the warning signs you have no branding, a poorly designed website or weak copy:

- You're attracting unappreciative, difficult clients who don't respect you or your skills
- You're constantly needing to compete on price as clients don't understand your worth
- You're attracting clients who don't share your vision and values

Worst of all, the clients you do want to work with make snap judgments about your design, and leave your website without taking action. This can either be caused by one of two things (or both):

1. The words on your website are not grabbing their attention and compelling them to take the next step toward working with you
2. Your design fails to convey your professionalism or communicate your worth

The job of your website is to capture your client's attention and compel them to take the next step toward working with you. **The three most important steps you want them to take are:**

1. Sign up to your mailing list for a piece of credibility-establishing content (such as a PDF or video) that positions you as the expert
2. Request more information where they're redirected to a valuable download
3. Contact you directly for more information

Here are a few ways you will know your website and branding are working well for you:

1. You have clearly defined and are attracting ideal clients that you are connecting with on an emotional level
2. Your business stands out as one that is legitimate, credible, and established
3. Your business looks organised, trustworthy and professional, allowing you to charge premium prices for your services.

For help with your website and/or branding, please book a free 30 minute strategy call.



SUCCESS STRATEGY THREE

They Define Their Tribe

"It's hard to target a message to a generic 35-year-old middle-class working mother of two. It's much easier to target a message to Jennifer, who has two children under four, works as a paralegal, and is always looking for quick but healthy dinners and ways to spend more time with her kids and less time on housework."

— Elizabeth Gardner

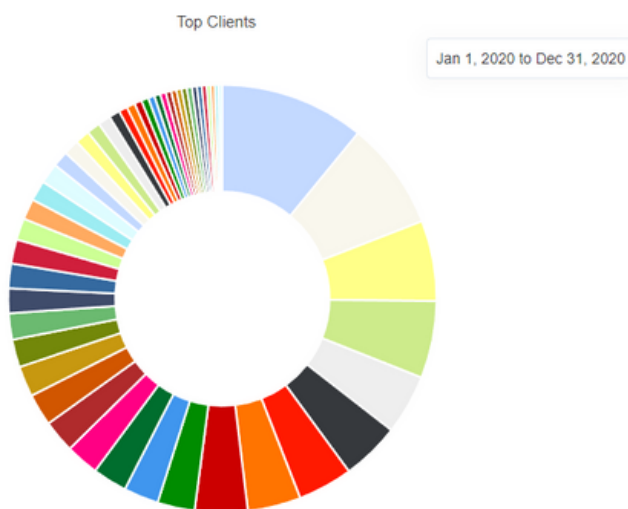
Action Step Three — Define Your Tribe

Once you have clarified your brand message, 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?



SUCCESS STRATEGY FOUR

They Position Themselves as a Premium Service

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

— Ramit Sethi

Action Step Four — Premium Positioning

Now you understand the value you bring to the life of your ideal client, do you not feel it is fair to charge appropriately for this peace of mind? You've worked hard to develop the skills required to provide the best possible service, you deserve to be compensated appropriately.

However, If you're just starting out, it's easy to look around at what others are doing and undercut them, just to get 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 working constantly, all day and into the evenings, on weekends and holidays, for very little financial reward.

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 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.

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 fewer 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.

Need strategies for positioning yourself as premium? Check out the [Pet Brand Blueprint](#).



SUCCESS STRATEGY FIVE

They Focus on What's Working and Do More of That

"You are everywhere, but you don't have to be. Strategy is a decision to take a path, to say no."

— **Kristina Halvorson**

Action Step Five — Focus on What's Working

In order to survive in business, you need to get your message in front of the people you wish to work with. The more people you touch with your message, the more premium clients you'll reach.

In one of my first jobs working for a print company in the typesetting department (yes it was that long ago!), our customers had to decide between a tri-fold brochure, a DLE flyer or an ad in "The Press."

In the digital world we do business in now, the possibilities to promote yourself are literally endless. If you even try to keep up with them all, your message will become diluted and you'll end up spreading your marketing efforts way too thin.

The bottom line is, onboarding ideal clients is simply taking them on a journey from point A to point B. The following is a graphic representation of this:

Typical Pet Care Client Journey

STAGES	Awareness	Consideration	Onboarding	Retention	Devotion
STEPS	Clients become aware of your business and how you operate	They start to evaluate your business to see if your values align	They've decided you're the best fit and they want to work with you	They understand your worth and the value you provide them	They continue to use your services and consider you their only solution
TOUCHPOINTS	<ol style="list-style-type: none"> 1. Website & SEO 2. Referral 3. Blog content 4. Paid ad 5. Social media 6. Print media 7. Networking etc. 	<ol style="list-style-type: none"> 1. Browse website 2. Check reviews 3. Newsletter signup 4. Certifications 5. Training 6. Social proof 7. Insurance etc. 	<ol style="list-style-type: none"> 1. Client portal 2. Welcome sequence 3. Agreement 4. Site Visit 5. Booking 6. Payment 7. Service 	<ol style="list-style-type: none"> 1. Exceptional service 2. Customer focus 3. Loyalty program 4. Rewards 5. Incentives 6. Expert status 7. Gold standard 	<ol style="list-style-type: none"> 1. Newsletter with: 2. Upgrades 3. Special offers 4. Cross-sell 5. Up-sell 6. Follow-up 7. Surveys

So as you can see, clients need to be taken through a series of steps, from not knowing who you are, to singing your praises to anyone who will listen. The goal is to identify what works best to bring as many clients in and keep them moving through to becoming your biggest advocates. You will generally find only one or two steps bring in the majority and the rest don't work nearly as well.

For me, what far and away worked the best for client **Awareness** was SEO (search engine optimisation) to get to the top of Google. I spent the vast majority of my time working to get to the top of exactly where my ideal clients were searching for the solutions to their problems. You may find the majority of your clients become aware of you through paid ads. The goal is to establish what brings the most clients into your sales funnel and do more of whatever that is.

With **Consideration**, I spent the majority of my time focusing on professional design and the words on my website to communicate my worth. I also made it a priority to have clients sign up for my mailing list by providing a piece of valuable content. I was then able to reach out regularly with news and offers.

With **Conversion**, I found getting clients to sign up to my portal in *Time to Pet* was an investment in time and energy they were unlikely to back out of.

With **Retention**, you pretty much have to give it your all on this one. You need to have policies and procedures in place to be the very best you can be in every way for the pets in your care.

I kept my clients **Devoted** to me with one simple tool, a monthly newsletter that delivered them upsells, cross-sells and kept my service top of mind.

Next Steps

"Dare to dream, then decide to do."

— **Annette White**

So there you have it, the Top Five Things Professional Pet Care Providers Get Right!

Get these 5 things in order and you will see an increase in sales.

So, where to from here?

PetBizBluePrints

— Marketing Guides & Templates —

Join our PetBizBluePrints.com Membership website and get full access to everything required to attract dream clients who pay you what you're worth, value your skills, tip well, and sing your praises to anyone who will listen

Full access to everything in the Pet Biz Studio Store and at Pet Biz BluePrints can be yours for just one easy monthly payment.

**Join the PetBizBluePrints.com
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Template Websites

Have the beautiful pet business website you've always dreamed of, that actually converts visitors into clients

Finally have the beautiful website everyone thinks you paid a fortune for, without the custom price tag.

We offer a template customisation service so you too can have a high performing website that converts visitors into potential clients.

**Check Out Our Pet Business Website
Template Customisation Service**

The Pet Pro Report

Attract, Nurture and Turn Dream Clients into Raving Fans with a Beautiful, Professionally Written Newsletter

We provide everything you need to quickly and easily create pet industry newsletters that are captivating, engaging, get opened and shared.

Email is the ultimate digital marketing tactic when it comes to attracting and turning website visitors into raving fans in your pet business.

**Check Out The
Pet Care Pro Report**



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.

[Book a FREE Discovery Call](#)


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