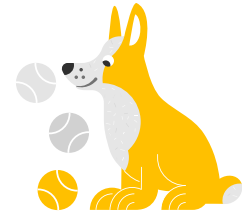


WEEKLY THEME – programmes and ongoing support

What is a programme?

“Long lasting results and a consistent income”



A programme is a term used to describe ongoing support for a client over several months. It can include in person sessions, online sessions, and check ins/accountability.

The best programmes offer longer term support, in which you get the best results and a consistent income. This means less stress finding new clients, building up a great relationship and ensuring you can monitor the dog's progress.

- Can it be applied to all pet services?

In a nutshell, yes almost always. Dog walkers have set number of walks, groomers can do a monthly membership programme, even pet sitters can offer regular slots.

- Weekly or monthly?

I prefer monthly programmes; this is because there's an emphasis on longer term. I would set a minimum. This minimum ensures you get the baseline results but is individual to each client. I always ask what the client wants to achieve...

"Four hours of leaving Fido alone"

Realistically this could take up to 8 months, even longer. So, I'm open and honest.

- Taking sessions in set number of time

Clients may try to stretch sessions out. Remember they are paying to have you, in and outside the sessions. Ensure there's a set time, with a little flexibility (in reason). No refunds if say they don't use the 4th session, why? Because it's not pay per session. They pay for your support inside and outside the sessions.

-Type of programme

I start with a baseline programme, then move onto maintenance. It's simple and effective and doesn't overcomplicate things with multiple levels. If it's something niche and longer term like separation anxiety I tend to have a long-term programme, priced by a monthly payment plan.

- Payment plans

I find a direct debit/standing order works best. Sometimes it's better to get the payment upfront. If your programme is two months at £300 a month, sometimes it's best to get the £600. However, if clients genuinely are struggling, it's up to you to decide if you'd like to offer a payment plan. The question you need to ask is they may say after 1 month I can no longer afford. For dog walkers, I'd charge weekly or monthly and where possible retainer for holidays/payment to hold slot. For groomers a monthly/yearly membership to have x number of grooms.



- Isn't a programme a package?

The word programme replaces package. But to me a package sounds like a deal/you give discounts. A bundle. Most packages are just about the in-person sessions. Programmes sounds professional.

Programmes are big in America and the fitness industry. Overall, it sounds so much better!