

WEEKLY THEME – programmes and ongoing support

Case studies - how can programmes help your pet business?



Programmes can be used for most pet services and even products. Think memberships, ongoing support, subscription. For products, think the Amazon/Netflix of the pet world. For services think of coaching/fitness/health yes, their business models are so similar.

Case studies are based on mock examples

1. Case study 1 - the puppy power programme

Becky is a 1-2-1 trainer specialising in puppies. During lockdown she was advised to stop in person sessions. Becky decided to produce a 12-week puppy programme.

This encompassed a Facebook support group, resources and assets and a weekly Zoom training webinar. Members could also upgrade to her 1-2-1 online bespoke programme. Becky had 30 dog owners join her programme @ £350 = £10,500
Plus 10 1-2-1 clients @ £900 = £9,000

Becky had a consistent income of over £5,000 a month.

2. Case study 2 - Steve the dog groomer

Steve used to offer adhoc grooming for X amount of money. He found clients were not prepared to commit and he ended up trying to juggle late appointments. Steve produced a monthly membership. This included online grooming tips outside of sessions plus some grooming products.

During lockdown, Steve could only help those considered a 'welfare issue' so produced a simple online programme so owners could learn the basics at home and/or in a combo with some tuition Zoom with an emphasis on body language/fear free grooming.

3. Case study 3 - Patricia with her subscription box

Patricia produced a subscription box for X amount a month. This is delivered conveniently to the client's door and includes treats, toys, enrichment products. In a combo she set up a group to focus on safe and simple enrichment and some tuition videos.

4. Case study 4 - Tom's behavioural support

Tom set up a programme for anxious dogs. Owners could choose from x number of sessions a month, plus video critique/support. The minimum sign up was 3 months. During lockdown, he found he lost a few clients as they liked to have stooge set ups, so designed an anxious dog support group. Here the emphasis was on emotional support and community. Tom also offered 1-2-1 Zooms for maintenance/control management and emotional support.



5. Case study 5 - Kate's dog walking

Kate found that many clients were asking for adhoc walks and wanted various time slots. Sunday nights was a nightmare, trying to organise which dog goes with who! So, she created a minimum programme of X amount of dog walks with set slots. Client's paid in advance.

6. Separation anxiety success with Sarah

Sarah found that clients needed much more than a weekly check in as well as in person/online sessions. She set up video critiques and feedback on WhatsApp plus personalised progress diaries. Clients also benefited from turbo calls and a community support group.

These are just a few examples how you can make programmes work for you.