

WEEKLY THEME – PRICING (pricing mindset)

Pricing and managing time (programmes)

So many of you who are trainers/behaviour consultants are starting to add programmes. Programmes are a way to offer long term support and get results.



If you are a dog walker, think of the amount of walks you are providing - perhaps a minimum amount - **YOU MAKE THE RULES!** You could also have a dog walking programme!

Plus groomers too. Even if you offer pet sits, programmes can also be incorporated.

“Programmes are a way to offer long term results support and get results”

» Why programmes and why monthly?

Think about the type of programmes - I personally think always monthly. Going off hourly rate leads the client into thinking you do nothing else for them outside of that hour and we all know the extra time involved...

WE WANT TO GET AWAY FROM THE NOTION OF TIME FOR MONEY.

They are paying for more than an hour of your time.

Much more!
Updating plans.
Email support.
Life changing results.

With programmes I can explain to them what they'll receive from me as their trainer in far more detail, without them thinking wow that's pricey for an hour?!

» Value your time

By offering programmes you are not only ensuring you get the client long term but also valuing your time. Let's face it ongoing sessions are not just an hour - you have the prep work plus the training plans updates.

The same with walks too - you have the travel time, the pickups, the cleaning before dropping off. This is true for the consult too. It's not just an hour. You write a report and it's often a good idea to expand your consult to 90 minutes plus.

This is my niche. This is what I love. I have been tinkering with this process for 5 years now. 5 years so you don't have too.

Now we are all different remember. You may decide to offer more ongoing sessions or do things slightly different.

You may be a dog walker who now does rehab walks.
Or a groomer who offers membership.
Or a group dog trainer with rolling classes.

Whatever you do you MUST try to get away from the notion time for money. Also as discussed work out the how much how many and the time.

The lifetime value of the client.
How many sessions per month?

Remember 4 sessions could be taken over a period, don't fall in trap of letting it drag on.
Get savvy. Pre book slots. Be realistic on the amount of online support.

My prices are soon to increase.

Why?

Because every time I put up my price's life gets easier, I have more time, better clients, more clients.

Now don't get me wrong, I also find it hard to increase my prices. Like you I also get that nagging Nora. But you've got to just do it!

If you are giving ongoing sessions at an adhoc hourly rate, please, please just try offering a programme. Try it. Trust the process.

Remember at the end of the day you need to work out how much you want to earn, the time and how long you will have the client. It's more stressful trying to find new clients, then having the same clients committed over several months.

The same as adhoc walks, it could be a space for a full-time client.

BONUS - my foundation baseline programme concept

I've now created a simpler way to do things. I've worked out the minimum need for my clients (remember I do work with anxious dogs) and have created a 'foundation programme' around this. Then we offer maintenance, this is bespoke to the client.

I include the consultation in the programme and work out the extra costs. Plus my time...
£250 plus 3 ongoing sessions plus 2 months online support = £450
= 10 clients = £4500 = a few hours a day

Then maintenance (extra costs).

Now if you work with clients that you KNOW will need commitment (longer term) at month your baseline programme can be longer, or you can stipulate that maintenance programmes 100% come after.

Programmes is something that I do focus on more in [Distinctive Dog Trainer Academy](#) as there's so much more than this one post. So do get in touch if you'd like more info on the next course. But as always make it work for YOUR business! My formula isn't perfect, it works for me and so many others but there are other ways to do it. However I've trialled so many and this works!

Any questions? Do ask ✓✓✓