

THEME – NETWORKING

Make the most out of EVERY opportunity

Making the BEST out of online and offline NETWORKING...

You are the most important part of your business. So, make the MOST out of every opportunity.



“You are a walking advertisement”

When we think of putting all our eggs in one basket, we think of businesses that rely heavily on just one or two social media platforms...

Businesses that don't do many activities to create opportunities. Those who don't see the value or don't have time for networking.

Online and offline

Networking is an opportunity to connect with people who can recommend their services too and help you to find more clients There's so much value in and outside the room. So much potential.

They may not be your typical client or even have a pet - but their sister or mother does. They may be able to cross refer.

They may at some point get asked "do you know a dog walker?"

My story...

I started by raising my profile in my local area first. I went to two events a month, then I reconnected online. The follow up is important and I will go over that another time. With COVID-19 understandable it was not easy or safe to connect offline, so over the past years I have focused on more of an online presence. As we can now start getting back out networking, it's a perfect opportunity to re-connect the dots!

Local or further afield?

1. Raise your profile in your local area

What connections can push you forward?

Are you meeting influential people?

Are you getting out there in person/connecting online?

This means taking part in conversations on local noticeboards, liking and sharing others' pages. Sharing useful blogs/guest blogging.

How about a ask the expert session with a local pet pro, you could come live in your group, not only adding value but pairing up with a complimentary service provider.

2. Raise your profile across your country

This is powerful stuff, this is more about having those cheerleaders, thinking of the bigger picture. You never know you may one day do workshops for other trainers or even online courses. Although I say start local it doesn't mean you stop at your local town. Opportunities are everywhere.

Some things to consider...

- Where do the awesome trainers/dog walkers hang out?
- Can you be more present in online groups?
- Can you help out at online conferences?
- Can you support and follow influential professionals?
- Can you look at offline vs online - do you do both enough, are you lacking in one?
- Can you follow a local pet pro and reach out for a virtual coffee?
- Can you build a trusted list of pet pros you can cross refer to?
- Can you contact local vets and offer virtual support/info start up packs/posters

There's lots to think about here but remember to always GIVE before you receive. It takes time and commitment.