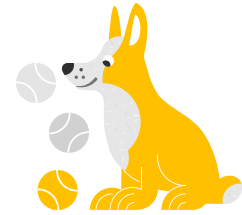


THEME – NETWORKING

Collaborate don't compete!

CASE STUDY 2 - how I was full up as a dog walker, in just 3 weeks! AND MET TWO OF MY BEST FRIENDS - Bramble and Juniper.



NETWORKING - there's enough cake for everyone

Do not worry about the competition - but do consider collaborating with your competition

Working in collaboration is the way forward, cross referring and supporting each other. In fact, I recommend you network with as many pet professionals (particularly local) that you can.

It will help:

- Build relationships and trust
- Help you to refer on when you are full
- Help you with cases that aren't suited
- Help more pet owners

Some useful collaborations:

Groomers, pet sitters, boarders, trainers, behaviourists, pet shops, vets, dog walkers, pet carers etc.

Consider:

- Someone you can cross refer when too busy
- Someone you can refer cases you don't take on/cases that don't fit your niche
- A partnership opportunity, group events? Setting up a Facebook community

Top tips...

1. Pick a small number of connections to build a relationship with.
2. Follow for a few weeks, like relevant posts. Express gratitude for their support to pet owners on their posts.
3. Reach out personally but give before you get.
4. Don't give up! Many of us are busy. You may need to reach out a few times.
5. Schedule networking/business building slots into your default diary.

MY CASE STUDY

I supported a local photographer. Liked her posts on Facebook and often shared.

I then met her at a local event, I had a mini photo shoot.

Then I started a conversation, explained what I do as my job and thanking them once again for all the support they give to the community.

The lady then explained she's also a dog walker and becoming overwhelmed. She needed someone to cross-refer to.

Having met me personally and seeing how I was with my client's dogs, she referred me 10 new dogs to walk!

I was full within 3 weeks.

So you can see how powerful networking can be!

You don't have to get to know everyone but reaching out to a smaller group of professionals is the key.

