

Attracting the RIGHT type of client - YOUR MESSAGE

First, you need to decide who is right for you? This starts with your message. You'll need to decide if your business offers long term programmes, what are the prices, hours, services, and policies and whether these are up for negotiation or not.



Words like: I'm flexible, work all hours, reasonable, accommodating, may attract more clients, but are these the RIGHT ones for you? Let's reframe it:

Reassuringly expensive.

Set hours to give you the best experience and support.

Premium, kind, and effective.

A programme as individual as you and your dog.

The ultimate puppy success programme.

WORDS ARE POWERFUL!

Once upon a time I was flexible, reasonably priced, free at any time.
I found I was only booking sessions in the evenings. Pet visits late evenings.
Surely no one wants a session at 11am on a Tuesday.

WRONG ^

There is a market for every single type of person...

Those who are retired.
Those who work shifts.
Students.
Busy mums.
Single mums.
Stay at home mums.
Stay at home dads.
Young couples.

Those without children.
Self-employed business owners.

You may want to help all the above. But as my journey with Social Paws continued, I found a certain age, a certain personality type.

A certain lifestyle of my client.

Now I'm not saying if you specifically help stay at home mums, they will all be your ideal client...

That's why you dig deeper, get your message right, interview them. It's much more than a client avatar – think client 'experience'

Remember the discovery call is as much as interview for them as it is for you.
A right fit for each other, like any relationship.

If you have a funny feeling about them, something feels not quite right. It's ok to turn them down. They'd turn you down, right? So why not the other way round.

No need to lie "I'm fully booked" just be upfront "I'm sorry but after our call I'm unable to help you and Fido, however I can recommend this organisation..."

If you 100% know that they are going to be a challenging client here's some final food for thought...

No price will be low enough, no success fast enough and no payment plan generous enough to please everyone ❌

So, stop attempting to work with everyone and use your policies and discovery call as a filtering process ✅

You and your business are special. You wouldn't just stride into the Ritz or expect a front row at the opera. Think interviews, a waiting list, commitment. Ensure they know there is a level of commitment before they work with you.