

Dog friendly meet up or pet guardian meets up (CASE STUDIES)

1. CASE STUDY ONE 'dog friendly meet up'

"How I grew my dog walking and training business through networking with local cafés"

Sometimes networking is not as obvious as you think. So how did I grow my business by simply reaching out to a local cafe?

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 more less thought of collaborations:

Pubs, cafes, dog wardens, local council, animal charities, rescues, other local professionals. 7 years ago, a local dog friendly cafe opened. They picked up on my social media account and we exchanged emails. Basically, their first email was an introduction. I went one step further, I acted.

Instead of saying oh I can like your page/share I offered to host an event. They were overjoyed! This was more than they ever expected. I never once asked them to return the like or even put my business cards in the cafe. First, I offered them something of value. Then they gave in return.

They shared my posts. Told visitors about me. They offered to put my business cards in a prime position. But it didn't end there - I offered some other good contacts who may want to host an event. I gave them some extra tips for cafe space/dogs I even gave them social media advice. I was abundant, I went above and beyond. Not once did I think about me. I thought about them. So, who do you want to connect the dots with?

Maybe it's an animal charity, your local vets, your local paper editor, another dog walker. Start to create opportunities. Start that conversation. Be seen and be known to those people you can create something special with.



2. CASE STUDY TWO 'meet up for dog guardians'

I created a free Facebook group to help pet owners with anxious dogs locally. In this group we did Lives, taster advice and once a month organised meet ups.

Because of the nature of this community and the dog's issues it was dog owners only. The event was FREE.

I set up email reminders and event registration ✓

I hired a room in a bar for free ✓

I provided some light refreshments ✓

I had a 'topic' to keep it structured ✓

20 attended ✓

Out of this 20, two signed up to my programmes and many cross referred my services ✓

After the event we kept contact via the free Facebook group ✓

In conclusion, these type of meet ups can be a great success. But don't forget the risk assessments, collaboration and preparation.