



Pet Professional
Network

Goal setting

**JANUARY
AND BEYOND!**

PET PROFESSIONAL
NETWORK

CHAPTER



NUMBER 1

CONSISTENCY

What you will learn

How to be consistent
but avoid overwhelm!

HOW TO SHOW UP 'MOST DAYS'

We talk about being 'consistent', consistent in following your goals, planning, a project, posting on social media, connecting with other Pet Professionals and your routines.

Of course spontaneous is good and sometimes I won't write a post on my page unless I'm not in the right frame of mind. But it helps to have some kind of structure and flow.

Consistency shouldn't be overwhelming. On PPN I post Monday to Friday, with support from our Team. I've done this for 6 years now. Of course I take breaks, but generally I try to show up most days.

When we think about your business, you may have lots of ideas, but content creation takes time and you don't need to be posting all the time! On Social Paws I usually post 3 times a week, but am consistent in this and my message is always similar. Don't try and achieve everything in one go, try to build it up gradually.



Example

OF STAYING CONSISTENT

01

3 POSTS A WEEK BASED ON MY NICHE

These are on my business page and often based on a theme or around my niche.

02

1 NETWORKING EVENT A WEEK

These can be social aswell, even going to my local cafe helps build community relationships!

03

CHECK IN WITH CLIENTS

Monday are my check ins and I'm clear about when they can contact me (boundaries).

04

ENGAGE AND NURTURE RELATIONSHIPS

Supporting other professionals and reaching out to potential clients.

05

DAILY AND WEEKLY REVIEWS

Helps me to end the day or week in a positive way.



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**STAY CONSISTENT
IN YOUR OWN
growing JOURNEY
AND CELEBRATE
YOUR *success.***



Routines

HELPING KEEP YOU CONSISTENT



DAILY ROUTINE

Daily plans and end of day review.



WEEKLY ROUTINE

Brain dump, weekly review, content creation for next week, switch off!



MONTHLY ROUTINE

Schedule launches, create events, look at accounts and prepare for the next month!



YEARLY ROUTINE

Look at yearly planner for the previous year, start organising the following year. Take into consideration launches, events and holidays.

**KEEP BEING
TRUE TO YOU**



[illegible]

Enjoy the process



CHAPTER NUMBER 2

IDENTIFY YOUR NICHE & BECOMING DISTINCTIVE

What you will learn

You'll discover how to discover or
develop your niche and learn how to be
distinctive!

EXPLORING YOUR NICHE, WHAT'S YOUR UNIQUE SELLING POINT?

"My journey started as a pet sitter and dog walker and my own experiences with Sally and Joseph. I noticed the type of people who booked me had anxious or nervous dogs. I gravitated towards these type of dogs.

The niche seemed to come to me by chance but actually it had been there all along!"

Standing out from the crowd

Your products or services need to pop - if you follow everyone else how will you ever stand out from the crowd? So, ask yourself today what do you do differently?

Being Distinctive

A unique message, a brand that your audience can connect to. From your core story to the structure of your consultation or services to your programmes. Being different is about having something of value that is uniquely different, truly extra special. In other words, you need a unique selling point, a niche.

So today I want you to think about the different assets you can sell or use as a marketing option around your special ingredients:

- The benefits rather than the features

Make a list of every benefit you provide, remember to be specific Can you say in only a few lines how you can help your client? The benefits not the features. Think enjoyable walks inviting friends and family around again.

- Know your weaknesses

You need to know what your weaknesses are so that: a) you can improve them and b) you can focus your message on something else. What are your weaknesses?

- Look at your customer feedback

You'll get a clearer idea of which benefits your customers care about. What do they need from you?

- Study what others are providing BUT never copy

I learnt so much following others and of course not copying. Finding my own unique way but having an understanding of how to write copy. Mimicking what the competition is doing is the first step to being boring and forgettable. You can do better at being different. Plus it is very unethical and goes against PPN ethics.

- Get the message out there

how that you are an expert in your area! Share a case study. Explain how you can help the client. Walk in their shoes!



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**STAY FOCUSED
ON YOUR OWN
unique JOURNEY
AND CELEBRATE
YOUR *progress.***





FERQUENTLY ASKED QUESTIONS

1. Can you have more than one niche?

Of course! But try to make them relatable in some way.

2. I don't have a niche, is that ok?

You probably do, you just don't know it. Maybe a service you gravitate towards, or a type of client. Remember YOU can be your niche.

3. I'd really like to develop my niche but don't feel confident and feel I will get less business?

Just think, your niche is something you are passionate and enjoy. You may feel like it's reducing your client base. I became more popular once I found my niche! That's because you are becoming really focused on your audience needs. Of course you can have a niche within a niche and sometimes there isn't enough need (ie crow behaviour in Cheltenham) so do your research before hand.

GETTING YOUR MESSAGE OUT THERE!

Get the message out there
That's right shout about it. Your book or video will be able to get the message across, really show that you are an expert in your area!

Share a case study. Explain how you can help the client. Walk in their shoes!
Some other things you can consider:

- Do your photos show off your niche?
- Does your profile photo and banner show what you do?
- Can I tell your niche as soon as I go on your website?
- Do you hang out in breed specific or training groups?





CHAPTER 3

NO MORE PRESSURE!

What you will learn

To help you feel
confident and less
stressed!



DON'T PUT UNNECESSARY STRESS ON YOURSELF

When you start thinking "I'm finally going to tackle all my goals in January" we put unnecessary pressure on ourselves to succeed and we can get a little obsessed with dates and timescales.

You are so focused on getting it all right in January the smallest set back tempts you to give up. You can lead down a real dark path of overworking, overcomparing and basically putting your foot firmly on the accelerator before you even give yourself time to ease back into things gradually.

It's best to build yourself up slowly, get your normal routine back on track. Set realistic goals and not be tempted to read every bit of advice on the Internet. Yes when we consume too much information sometimes we become overloaded!

My best students in all honesty are those that are consistent, they review their business daily, weekly, monthly and yearly not just when the clock strikes 12 on new year's eve. It's important that you don't take your foot off the pedal, yes it's ok to have a break, a rest and a holiday. But I've seen it with pet owners too. They get results then stop. So here's the thing in 2024, 2025 in January, February, March, Monday, Tuesday Wednesday, 10am 3pm 5pm you are going to try to be pro active not reactive. Measures in place, action plans that consider an overall balance. Review your successes from last year and build upon them. Shout out about them. Celebrate them. No need to reinvent the wheel. If something worked well last year, rinse and repeat!

Thank you
FOR READING

