

ONE TO ONE TRAINING WALKS

Introduction – definition, examples, and pricing

Definition:

A training walk or as I call it a rehabilitation walk is a 1-2-1 walk in which the dog goes out with the trainer/walker or can be in a combination with coaching/transfer sessions.

You can offer it as a programme, i.e. 1 walk a week for 4 months, or they can just be ongoing. You can combine the programme with a transfer session or have this as an add on.

We find once guardians have had a behavioural support programme with us, they want to then buy the training walks or even have these as an add on. This is important for dogs who are unable to get exercise from their owners.



Programme examples:

Coaching and 1-2-1 training walks combined – for example 3 30-minute walks a month and one 45-minute transfer session.

Training walks only (no owner just trainer/walker) – for example 1 training walk a week.

Bespoke programme – you decide on the number of walks/coaching sessions.

Add ons:

Coaching session – you may wish to do the training walks just with the trainer/walker and then they have an option of adhoc add ons.

Pricing:

Remember pricing is a very individual thing, the main thing is you've worked out the how much how many, are not undervaluing your time and considering this is a very bespoke 1-2-1 service. Those who truly need you will understand this.

I've not popped figures above as I cannot tell you what to charge, but you can use these figures as a baseline. I always work backwards, work out how many slots, what other services brings in money and my expenses. And of course, the experience they are getting.

So, say you need your business to take in £200 a day:

That could be x5 training walks (30 minutes) without the owner. Then two coaching sessions or transfer sessions (45 to 60 minutes). With travel time etc that's probably a 6-hour day.

But as above remember to work out your expenses, if your business costs £200 to run a day, you can't pay.