



7 SECRET INGREDIENTS TO RUNNING A SUCCESSFUL AND PROFITABLE DOG GROOMING BUSINESS

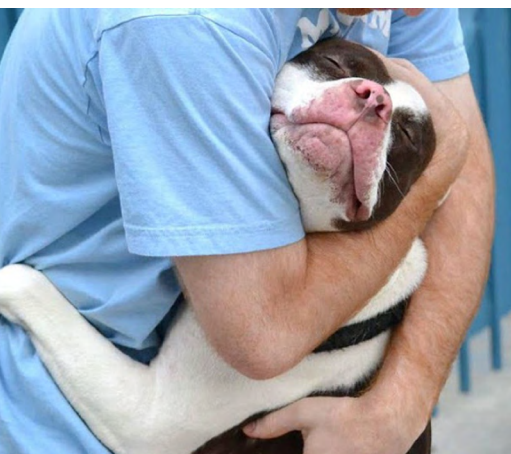




FACT:

The pet industry is a fantastic buoyant market place and if your thinking of a new career path that frees you from the shackles of employment placing you in charge of your destiny then congratulations you're in the right place. Dog grooming is a booming industry and you can achieve a fantastic income if your prepared to put in the work BUT be warned this is not a get rich quick career choice. Stepping out of the 'comfort zone' of employment is scary and so you need to know you can make a success of your new venture so let's see if we can help!

So before we begin let's just set the scene...



As you picture you running your dog grooming business what do you imagine and feel? Does it fill you with a sense of excitement or fear? Anticipation or anxiety? Passion or paralysis?

Well the answer can well be ALL of the above and this is OK to a point. All of these visceral manifestations can play their part in driving you forward BUT no matter whether your thinking of doing an online course and starting to groom from home, opening a shop or running a mobile grooming parlour there are some basics ingredients you need to make your dream a reality.

INGREDIENT 1

INVESTMENT in yourself both in time and money

There is no getting away from it. If you're wanting to step out of your comfort zone and learn a new trade you are going to have to 'put your money where your mouth is.

Anyone who is wanting to be head and shoulders above the crowd and be in charge of their own future needs to be able to take a risk in themselves, albeit a heavily calculated one.

1 Dipping your toe into the world of self employment with one foot firmly planted on the ground ready to bolt back to a nice & steady and safe 9-5 job) after the first hint of a hurdle is not really going to cut it if you're wanting a totally new career.

2 Diving in and immersing yourself in your new world of self employment and all the freedom and possibilities it can create is all part of the entrepreneurial spirit. Having faith in your choice and commitment to make it work is part of the winning formula and attitude you want to aspire to.

A thriving business needs

investment... in dog grooming terms that means investment in 3 key areas:

1. Dog Grooming Training and ongoing support.
2. Kitting out your Mobile Parlour, your shop, or your home.
3. Marketing.



INGREDIENT 2

Take a handful of PASSION

Do you really have the passion and commitment to work with dogs?

Strange question you may think BUT there is a difference between being a 'dog lover' & 'dog groomer' working with them day in day out. Let's look at the positives first...

- Not all dogs stand still when we are grooming them.
- Dogs have pointy things called teeth which they sometimes like to use.
- They may not actually be that happy to see you. In fact they may get quite angry occasionally.
- Dogs can be smelly and have lots of fur they want to share with you.

The possible 'Ideals' of working with dogs...

1. You love dogs! A great start.
2. Dogs aren't work colleagues or bosses!
3. They are always happy to see you
4. Your happy to see them
5. They want to play and be with you
6. They don't answer back
7. They love cuddles

The reality of working with dogs

It is a fact that working with animals is very rewarding. It can be fun. It can bring immense pleasure and no two days are the same but there are drawbacks:

So if you...

- Don't mind learning how to be a contortionist working round a dog that's less than helpful.
- Don't mind the occasional bite, scratch or head butt.
- And seriously don't mind smelling of wet dog or worse. Plus, don't mind being covered in a variety of shades of fur every day then this may well be a great career for you .



INGREDIENT 3

A healthy slice of SELF AWARENESS

Understand how you learn best. For most of us exams fill us with dread and with so many courses out there these days how do you decide the best pathway for you? Let's ask ourselves some simple questions first:

Would you prefer more practical, hands on training with your own personal trainer with unlimited help and advice?

Do you want a slow learning curve or would you prefer to be trained at a quicker pace so as you can be earning a living as soon as possible?

How many dogs will you be grooming throughout your training, will you have your own dogs or will you have to share grooms in a group?

Other questions around training you really need to be asking are:

1. Does your training provider give free refresher training after you have finished?
2. Does your training provider have a forum or a link to a body of groomers for you to ask questions, tips and advice after you have finished?
3. Are there final exams and assessments? It is a fact that most people perform better with ongoing, supportive assessments as opposed to exam based qualifications.



INGREDIENT 4

Mix in all your **DESIRES** for your business

You need to understand what type of business would suit you best. Here are then **3 main business models...** which would you choose?



Mobile Dog Grooming Van/Parlour

Plus Points

1. You save people time and money. Gold dust in the current climate as people never have enough TIME.
2. You can manipulate your own working hours every week – no set opening times so if you want time off just factor it into your diary.
3. You get a different view every day, you're not stuck inside.
4. Personal service – Customers and clients (the dog) get 1-2-1 attention leading to less stress and anxiety for the dog.
5. Higher revenue as your saving people time and money in travelling.
6. Lower overheads, by a long way compared to a shop.
7. As overheads are lower you can work both part time up to full time and still earn a good income.
8. Option to employ staff to work when you're not.

Negative Points

1. Your van is your business, if it is off the road you cannot work.
2. You have to plan your day to avoid needless traffic and miles.
3. Staff means extra work, stress and needs to be managed well.
4. There are a fair few second hand vans out there and they can be pretty awful – due diligence needs to be paid to their reliability and content. Your van needs to look good to show your business in its best light.

Shop Based Business

Are you planning to have staff, be open on regular days and times and invariably work weekends?

Plus Points

1. You can have regular open times.
2. Clients come to you.
3. You can get employee's to help with the workload meaning increased revenue.
4. You can have more than 1 dog in at a time.
5. Option to employ staff to work when you're not.

Negative Points

1. You are stuck in one place day in, day out.
2. You have to be open on set days and times – clients like continuity they like a shop open with regularity.
3. To cover you high overheads you really need to employ. This can be very stressful, time consuming and can mean you have to work harder to compensate for unreliability and issues with sickness and staff leaving.
4. Dogs are not always happy in a shop environment due to noises and other dogs barking. This can actually be quite stressful for a lot of dogs.
5. Its noisy.

Grooming From Home

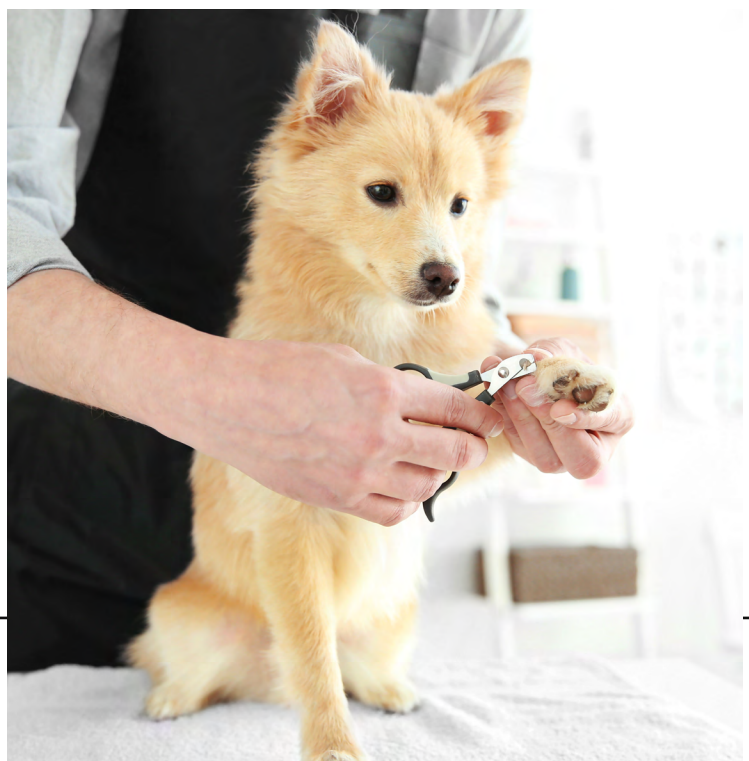
A fantastic way to build a slower income based business for those after a second income or a part time work.

Plus Points

1. No travelling involved.
2. Overheads are relatively low compared to a shop.
3. You can open hours to suit your lifestyle.

Negative Points

4. You may get complaints from your neighbours regards noise and parking.
5. Home based business don't tend to be able to charge premium prices and so tend to earn a smaller income.
6. You will need to dispose of your waste separately.
7. Your income may be capped due to parking/volume of traffic issues.
8. You need the space and separate access.
9. Customers tend to prefer convenience and may choose a shop or a mobile groomer above a home based business.



INGREDIENT 5

A healthy dollop of BUSINESS SAVVY

Are you clued up in all aspects of running your own business? It is a fact that running a business is multi faceted. You need to be a jack of ALL trades or have experts in place to guide and help you survive & grow.

Anyone who is wanting to be head and shoulders above the crowd and be in charge of their own future needs to be able to take a risk in themselves, albeit a heavily calculated one.



So let's look at the basics of what you will need:

- 1. A rock solid business plan** – get this wrong and you could be biting off more than you can chew (excuse the pun!). Not only do you need to be able to write an accurate business plan you need to be able to adapt it as you work within your business. If your under performing in areas of your business you need to be able to know how you can change and adapt to increase performance.
- 2. Possible financing in place.** . .if your aiming to make a success out of your business and replace your current income then you will need to invest in yourself. Short term that may need an investment from your savings, personal loan or business finance.
- 3. Knowledge of Marketing Procedures** (a definite advantage in getting you business ready).

If you have no marketing experience then you will need to spend time and possibly money in learning this side of your business. There are lots of avenues that have to be taken into account regards marketing.

INGREDIENT 6

Another healthy dollop of... MARKETING SAVVY

You're going to need to tell everyone that you are there. The simplest mistake is to think friends and family will spread the word and your business will flourish.

You will need a far wider net cast to build your little enterprise. It takes a lot of day by day, week by week marketing to get a business established. You will not be an overnight success, you will need to work at it.

Here are some of the basic tools & materials you will need:

1 Social media savvy (a must in today's competitive market). You can throw £100's if not £1000's on business advertising and to be honest MOST of it will not work. It's vital you have basic working knowledge of how you're going to market and advertise your business through social media such as Facebook, Google my business & Instagram.

2 There are many courses out there purporting to teach you how to use Facebook, Google Business and other forms of advertising but be wary. You get what you pay for and if you're expecting to be shown everything for free then prepare to be disappointed.

3 The alternative is to pay someone to do everything for you regards social media advertising etc but again just be wary of your budget. It can cost £100's every month if others do the work for you. There is no point going to work just to pay for getting the work in on the other end.

4 Website presence – You do really need to have a website as this is the shop front of your business. This linked with your social media presence puts you head and shoulders above the competition. But be warned creating a site is not enough, your site does need optimising and constant updates and traction for it to work. Again people can pay £100's on monthly SEO and advertising campaigns so finding good web marketers is key.

5 Other marketing materials – business cards, flyers, letterheads, leaflets, uniform, jpegs, your brand logo, your UPR. This is generally straight forward although can be time consuming in the design stages so be prepared for this.

INGREDIENT 7

Multi layers of SUPPORT

Will you have the support needed to run your own business?

It's no secret self-employment is a lonely road. It is vitally important to surround yourself with the right kind of people. If you've ever read any material from leading business magnets what shines through is that support and mentorship they have received along the way.

Take a serious look at your support network around you both emotional & practical. Setting up any new venture will not be 'plain sailing' there will be some choppy waters to navigate and some stormy sea's to cross but it's the way you navigate through them that makes your business ultimately sink or swim so surround yourself with people you aspire to emulate.

So there you have it the 7 secret ingredients to running a successful dog grooming business.

- Investment
- Passion
- Self-Awareness
- Desire
- Business savvy
- Marketing savvy
- Support

It's not rocket science BUT you could struggle unnecessarily if you skip any of these ingredients. If you feel that you are not sure you have any of these in place then we strongly urge you to find the answers before taking your business to the next level.

We hope you have found this material insightful and that it helps to clarify if becoming a Dog Groomer is the right pathway for you.



FIND OUT MORE

Discover how you can run your own dog grooming business with Dial a Dog Wash following our proven step by step system to business success.

Want to become your own boss by running your own dog grooming business? Brilliant. Simply visit: www.dialadogwash.com/franchise to find out more click the button below:



Dial a Dog Wash

Unit 114
Newhall Street
Willenhall
WV13 1LQ

BOOK YOUR DISCOVERY CALL with one of our team today!

Your discovery call is all about YOU. Topics we cover include:

- What types of business opportunities are available in your area.
- How much would a business cost in your area?
- How much can you earn?
- Are there finance options available?
- How long is the training?
- Where is the training held?
- Do you get a qualification at the end of your training?

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