

Assessing Feasibility

Estimate revenue conservatively

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Assessing Feasibility

Private Training Example

Maximum Capacity
16 clients per week @ \$100/hr. = \$6400/month
X 11 months = \$70,400/yr.

75 % Capacity
12 clients per week @ \$100/hr. = \$4800/month
X 11 months = \$52,800/year

50 % Capacity
8 clients per week @ \$100/hr. = \$3200/month
X 11 months = \$35,200/year

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Assessing Feasibility

Classes Example

Maximum Capacity
16 classes per week with 8 students @\$150 = \$12,800/month
X 11 months = \$140,800/yr.

75 % Capacity
12 classes per week with 6 students @\$150 = \$7200/month
X 11 months = \$79,200/year

50 % Capacity
8 classes per week with 4 students @ \$150 = \$3200/month
X 11 months = \$35,200/year

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Assessing Feasibility

Estimate expenses liberally

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Assessing Feasibility

Subtract expenses from revenue– does it leave enough?

Revenue: \$7200/month

Expenses: \$800/month

$\$7,200 - \$800 = \$6,400/\text{month net revenue}$

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Creating A Transition Plan

1. Determine financial need
2. Assess, prioritize, adjust
3. Line up support
4. Make your plan

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 1: Determine Financial Need

Makes: 50K at full time job
 Can live on: 45K
 Training rate: \$75/hr.
 Will need: 14 clients hours / week

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 2: Assess, Prioritize, Adjust

Assess job

- Somewhat flexible hours
- Can transition out of job

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 2: Assess, Prioritize, Adjust

Prioritize Activities

- Let go of volunteer activities
- Protect family dinners 2X / week

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Creating A Transition Plan

Case Study: Jane Trainer, Private Training

Step 2: Assess, Prioritize, Adjust

Prioritize Spending

- Make coffee at home
- Skip summer trip



Creating A Transition Plan

Case Study: Jane Trainer, Private Training

Step 2: Assess, Prioritize, Adjust

Adjust Services

- Move to day training



Creating A Transition Plan

Case Study: Jane Trainer, Private Training

Step 2: Assess, Prioritize, Adjust

Adjust Schedule

- Dog training sessions mid-day
- Client appointments on Saturdays
- Work on business Sundays, to start



Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 3: Line Up Support

- Someone to walk dogs on training days
- Rotating Dinner Club 2X a week
- Friends to take kids to practice

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 4: Make The Plan

Milestone #1

When: 1 client/week for 3 months, making \$1200/month

Then: Reduce job to 32 hours; keep benefits; lose \$833/month
 Add room for one client

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 4: Make The Plan

Milestone #2

When: 2 clients/week for 3 months, making \$2400/month

Then: Reduce job to 20 hours; lose benefits; lose \$2088/month
 Add room for two clients

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Creating A Transition Plan
Case Study: Jane Trainer, Private Training

Step 4: Make The Plan
 Milestone #3
When: 4 clients/week for 3-6 months, making \$52,800/year
Then: Quit job, add room for 1 client if desired

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 1: Determine Financial Need
Makes: 50K at full time job
Can live on: 45K
Training rate: \$100/hr.
Class fee: \$150 for 6 weeks
Will need: 6 clients/week & 5 classes with 5 students/week

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust
Assess job
 - 9 to 5 hours
 - All-or-nothing job

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust

Prioritize Activities

- Give up free weekends
- Give up agility trials
- Keep Friday girl's night

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust

Prioritize Spending

- Make a strict budget; no extras

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust

Adjust Services

- Change from set to customized packages

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust
Adjust Policies

- Strengthen cancellation policy

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust
Adjust Schedule

- Clients & classes on 4 evenings & Saturdays
- Work on business on Sundays

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Creating A Transition Plan
Case Study: Lisa Trainer, Privates & Classes

Step 2: Assess, Prioritize, Adjust
Adjust Schedule

- Friends to help walk dogs
- Hire house cleaner 1X /week

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Creating A Transition Plan

Case Study: Lisa Trainer, Privates & Classes

Step 4: Make The Plan

Milestone

When: 6 clients/week for 6 months, making \$2,400/month AND
5 classes/week with 5 students for 6 months, making \$2500

Making \$4900/month x 11 months = \$53,900 / year

Then: Quit job, switch to day training and/or expand class program

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The Role Of Marketing

Without a solid marketing plan there is no transition

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The Role Of Marketing

Effective Marketing Projects

Projects Should Be Active, Not Passive

- Community marketing vs. advertising – it's not even a contest
- Advertising has a very poor return on investment for dog pros
 - Budgets not big enough
 - Desired clients don't look for dog pros in the yellow pages or from an ad
- Community marketing is packaged as education or entertainment, flies under anti-advertising radar

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The Role Of Marketing
Effective Marketing Projects

Good Community Marketing Provides A Window In

- Allows potential clients to get to know your expertise or to imagine what working with you would be like
- They don't just make promises like advertising; they create pictures and experiences that produce confidence and loyalty
 - Ex. a local column, vet reports, blogging

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The Role Of Marketing
Effective Marketing Projects

Good Community Marketing Gives Instead Of Asking

- A way around the discomfort of asking for support - give something instead of asking
- Projects that give are more effective in engendering referral support
 - Ex. vet folders, a dog park clean up day, class passes

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The Role Of Marketing
Effective Marketing Projects

Good Community Marketing Tells Them Again & Again

- The best projects create repeated opportunities to deliver your message repeatedly
 - Ex. quarterly newsletters

Education and entertainment vs. information about the business

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The Role Of Marketing
Effective Marketing Projects

Good Community Marketing Helps You Network

- Vets and supply stores are obvious businesses to network with
- Don't forget other dog pros, shelters, rescues groups, etc.
- Other community businesses and organizations can also be good opportunities for networking
 - Ex. lecture series to benefit non-profit

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The Role Of Marketing
Effective Marketing Projects

Before You Market

- Get or assess logo and identity
- Get or assess website

This is not the time for do-it-yourself

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The Role Of Marketing
Effective Marketing Projects

Marketing makes each step
of the transition plan possible

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The Role Of Marketing
Case Study: Jane Trainer

Marketing

- Website SEO
- Newsletter launch
- Networking emails

Milestone #1

- 1 client per week for 3 months
- Reduce work to 20 hours

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The Role Of Marketing
Case Study: Jane Trainer

Marketing

- Contact local paper
- Vet reports

Milestone #2

- 2 clients per week for 3 months
- Reduce work to 20 hours

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The Role Of Marketing
Case Study: Jane Trainer

Marketing

- Vet / shelters folders
- Vet handouts

Milestone #3

- 4 clients / week for 3-6 months
- Quit job

Marketing

- Lecture Series

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The Role Of Marketing
Case Study: Lisa Trainer

Milestone

- 6 clients & 5 classes for 6 months
- Quit job

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The Role Of Marketing
Case Study: Lisa Trainer

Pre-Milestone Marketing

- New website with SEO
- Newsletter
- Class passes
- Local column
- Networking emails

Post-Milestone Marketing

- Class bandana program
- Social Media

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Review Services
Organize Services To Maximize Revenue

It's a win-win for you,
your clients, the dogs

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Review Services
Customized Training Packages

Don't use the Initial Consult
to solve the problem –
it won't

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Review Services
Customized Training Packages

You are the only one
qualified to decide how
much training is needed

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Review Services
Day Training

Why do we insist on not
training dogs?

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Review Services
Alternative Classes

Match your classes to dog guardian's needs

- open enrollment
- topic classes
- short-run classes

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Education & Professional Development
Becoming a Trainer

Going to school

1. advantages
2. options
3. what to look for in a school

Apprenticing

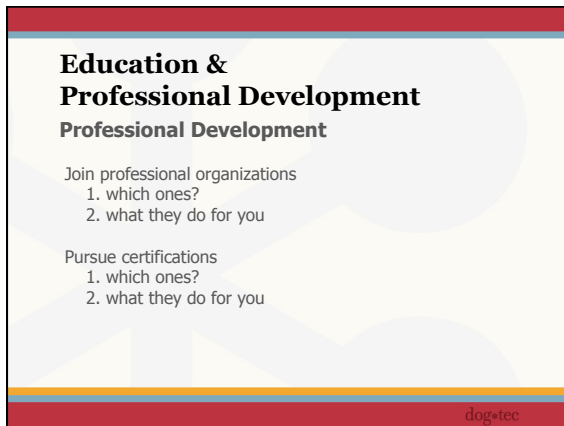
1. advantages
2. what to look for in an apprentice relationship
3. what to offer a mentor

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Education & Professional Development
Continuing Education

- what it does for you
- program options
- conferences
- networking
- books & DVDs

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Education & Professional Development

Professional Development

Join professional organizations

1. which ones?
2. what they do for you

Pursue certifications

1. which ones?
2. what they do for you

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Recap

Assess Feasibility

Make a transition plan

- determine financial need
- assess, prioritize, adjust
- line up support
- set milestones
- create marketing plan

Keep learning

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Yes, you can make a living as a dog trainer.

Really.

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