



Success with  
Topics Classes

dog\*tec



---

---

---

---

---

---

---

**Problems & Challenges**

Increased Competition

The Economy

Scheduling

---

---

---

---

---

---

---



---

---

---

---

---

---

---

**Any Solution Must...**

**Differentiate Your Company and Classes**

- What makes your classes different?
- What is everyone else around you doing?
- What could you do to stand out?



---

---

---

---

---

---

---

---

**Any Solution Must...**

**Meet Student's Training Needs**

- What do guardians where you live most need?
- What are the geographic pressures?
- What are the cultural pressures?
- What do people do with their dogs?



---

---

---

---

---

---

---

---

**Any Solution Must...**

**Meet Student's Scheduling Needs**

- We're busy
- We're commitment phobic
- There's a lot competing for our attention



---

---

---

---

---

---

---

---

**Any Solution Must...**

**Meet Student's Financial Needs**

We want an easy button, and we want it cheap  
The role of the economy



---

---

---

---

---

---

---

**Any Solution Must...**

**Increase Your Business and Revenue**



---

---

---

---

---

---

---

**What Are Topics Classes?**

**Structural Details**

Short run classes  
Focused on one topic



---

---

---

---

---

---

---

## What Are Topics Classes?

### Content Details

Behavior-based: recall, loose leash walking

Situation-based: fieldtrips, household manners

Problem-based: impulse control, shy dogs

Activity-based: sports, Rally-O, etc.



---

---

---

---

---

---

---

## Why Topics Classes?

### To Meet Student's Training Needs

Everyone else is offering 6-8 week classes

Topics programs speak to specific need and interests



---

---

---

---

---

---

---

## Why Topics Classes?

### To Meet Student's Scheduling & Financial Needs

Smaller time commitment

Smaller monetary commitment



---

---

---

---

---

---

---

**Why Topics Classes?**

**To Increase Business and Revenue**

- Differentiate your business
- Easier sell
- Provide easier entry points
- Increase program retention
- Make more per session



---

---

---

---

---

---

---

---

**Why Topics Classes?**

**Provide Easier Entry Points**

- "Teaser" classes
- Give people a taste
- Particularly good for large class programs with tight competition



---

---

---

---

---

---

---

---

**Why Topics Classes?**

**Create Retention Opportunities**

- Make it easy for students to come back
- Give them something they need
- Retaining 5% more customers = 25-125% profit boost
- A 2% increase in retention has the same effect as cutting costs by 10%



---

---

---

---

---

---

---

---

### Topics Classes

**Higher Per Session Revenue**

6 week class \$120 (\$20/ session) X 8 Ss = \$160  
4 week class \$95 (\$24/ session) X 8 Ss = \$192 + \$32/session

6 week class \$200 (\$33/ session) X 8 Ss = \$264  
4 week class \$155 (\$39/ session) X 8 Ss = \$312 + \$48/session

6 week class \$85 (\$14/ session) X 8 Ss = \$112  
4 week class \$65 (\$16/ session) X 8 Ss = \$128 + \$16/session



---

---

---

---

---

---

---

---

### Setting Class Rates

**4 Pricing Strategies**

1. Match the average price
2. Be the most expensive
3. Be the next-most expensive

**OR** Offer something entirely different



---

---

---

---

---

---

---

---

### Packaging Topics Classes

Sell as one-offs  
Sell as small packages



---

---

---

---

---

---

---

---

**Marketing Message**

Focus on Benefits / Results, Not Features

Feature:  
"Get extra loose leash walking practice."

Benefit / Results:  
"Confidently walk your dog anywhere you need to go."



---

---

---

---

---

---

---

---

**Marketing Message**

Remember: Your Potential Students Aren't Trainers

"We train you how to train your dog" is the gym equivalent of:  
"We train you how to train your muscles."

INSTEAD:  
"Get flatter abs, toned arms, and have more energy."

**Which would get you off the couch?**



---

---

---

---

---

---

---

---

**Marketing Message**

Focus on Benefits to Humans, Not Philosophy or Benefits to Dogs

"Positive, relationship based training."  
"Helping you create a better relationship with your dog."  
"Learn how to understand and provide for your dog's needs."

INSTEAD:  
"Enjoy a dog you can walk anywhere."



---

---

---

---

---

---

---

---

**Marketing Message**

**Focus on Results for Humans**

What do dog owners want from a loose leash walking class?  
Why would they attend one?

**They want:**

- to stop being dragged down the street
- to stop needing chiropractic care after a neighborhood stroll
- to stop being being embarrassed
- etc.



---

---

---

---

---

---

---

---

**Marketing Message**

**Focus on Results for Humans**

Tell them what your class will do for them

- No more being walked by their dog instead of the other way around
- No more sore back and shoulders
- No more embarrassment

**“Enjoy your daily walk.”**

**“Turn your leash monster into a Lassie.”**

**“Be the envy of your neighborhood.”**



---

---

---

---

---

---

---

---

**Marketing Message**

**Naming Your Classes**

“Loose Leash Walking” vs.

**“Walkabout”**

**“Leash Monsters”**

**“From Leash Monsters To Leash Manners”**



---

---

---

---

---

---

---

---

**Marketing Message**

**Class Descriptions**

Don't:

"Class will provide additional loose leash walking practice. Learn how to train good leash manners. We'll teach you how to how to communicate effectively with your dog and improve your walking relationship."



---

---

---

---

---

---

---

---

**Marketing Message**

**Class Descriptions**

Do:

"Who's walking whom? Tired of your dog dragging YOU for a walk? If you dread sore shoulders and embarrassment when it's time to walk Fido, this class is for you. Turn your leash monster into a Lassie with our short, 4-week class dedicated to loose leash walking. We put you at the control end of the leash so you and Fido can both enjoy your walks together."



---

---

---

---

---

---

---

---

**Marketing Projects**

**Community Marketing Educates, Entertains, Shows Them Your Expertise**

- Newsletters
- Complimentary passes for referral sources
- Take classes to referral sources
- Tip sheets / class flyer
- Class report cards
- Graduation bandanas
- Public graduations or fieldtrips



---

---

---

---

---

---

---

---

**Marketing Projects**

**Community Marketing Educates, Entertains, Shows Them Your Expertise**

Ask for reviews (Yelp, etc.)

SEO

Media – local column, photo ops, etc.



---

---

---

---

---

---

---

---

**Selling the Next Class**

**Don't Wait!**

Don't wait until the final week

Personalized recommendations; class cards

Graduation discount

Refer to next classes throughout the course

“This is a skill we build on in our Walkabout class...”



---

---

---

---

---

---

---

---

**Choosing Topics**

**Ask Yourself Two Questions:**

1. What do your clients need?
2. What does your business need?



---

---

---

---

---

---

---

---

### Choosing Topics

**Business Goal:**  
More traffic into sports classes

**Student Needs:**  
Better off-leash control

**Topics Classes:**  
One-shot sports teaser classes



---

---

---

---

---

---

---

---

### Choosing Topics

**Business Goal:**  
Offset seasonal slumps

**Student Needs:**  
Better-behaved dogs in real-life situations

**Topics Classes:**  
Holiday Manners  
Field Trip Class



---

---

---

---

---

---

---

---

### Choosing Topics

**Business Goal:**  
Better class retention

**Student Needs:**  
More results on key behaviors

**Topics Classes:**  
Recall Workshop  
Loose Leash Walking Workshop



---

---

---

---

---

---

---

---

### Topics Classes...

- Meet students' training needs
- Meet students' scheduling needs
- Meet students' financial needs
- Differentiate your company and classes
- Increase your business and revenue



---

---

---

---

---

---

---

### Next Time

- Building topics curriculum
- Teaching tips for topics classes
- Samples drawn from dog\*tec Topics Package, including:
  - Total Recall teaser and retention classes
  - Walkabout loose leash walking curriculum
  - About Town fieldtrip retention class
  - Dogs Behaving Badly impulse control teaser class



---

---

---

---

---

---

---



Success with  
Topics Classes  
dog\*tec



---

---

---

---

---

---

---