



10 FREE Things You Can Do For Your Pet Grooming Business Right Now

Introduction

If you've got a little time on your hands and don't know where to start, why not follow this guide to implement some good stuff for your business. Here's ten things you can do right now for your pet grooming business. They are all FREE.

1. Start with WHY

You might have heard of Simon Sinek, author of the book Start With Why. It's a hugely inspiring book and has impacted how thousands of businesses now operate around the world. I have taken the lessons from this book and re-purposed it for your pet grooming business (though I still recommend reading the book). Access the article at the link below. It will take FIVE minutes. It's FREE. And it will change your life and your business. Or your money back.

<https://mypetgroomer.s3.eu-west-2.amazonaws.com/MyPetGroomer+The+WHY+of+your+dog+grooming+business.pdf>

IF that link doesn't work on your mobile, go to 'Our Mission' on MyPetGroomer.co.uk and click on the link Start With Why

<https://mypetgroomer.co.uk/our-mission.html>

Or [Click here](#)



2. Clean up your customer database

Access your customer records and start assigning your customers to the following categories:

A – customers I LOVE

B – customers I LIKE

C – customers that I'm neutral about. And they're neutral about me

F – customers I really wish I could FIRE

Ideally, your business should only serve the customers you LOVE. That's Category A. Your Dream Customer. You love them and they love you back. You've got a great relationship with them. They show up on time. They are super polite. They don't challenge your prices. You've partnered with them in the holistic care of their pet's health and wellbeing. They take care of their cat or dog at home. They are a JOY to serve.

So, make sure you identify these customers. They are category A. Treat them well. Make sure you know who they are. Find some way of identifying them in your system as your VIPs.

As for Category B, the customers you LIKE. See what you can do to move them into Category A. Go back to step 1 (Start with WHY). See what you can implement to turn them into Dream Customers. This doesn't happen overnight. But here's a tip: make a bit more effort to develop a personal relationship with them. For example, if they mention something about their home life, like a daughter at college, or a son who has just started a new job, make a note of this. Next time you see them, ask for an update. It's these personal bonds that form loyalty and respect.

As for Category C. These are the slightly fickle customers. They try to book with you but if you can't see them in time, they may go elsewhere. Anyway, they are still your bread and butter. Recognise them as that, but don't go out of your way doing them any favours. All your favours, all your VIP treatment, all your backflips or 'squeezing in' needs to be reserved for your Dream Customers. Your Category A customers, and the ones from Category B that you're trying to move up into Category A.

Still with me?

Now, Category F. Life is too short for customers who challenge you on your pricing, fail to show up on time, or not at all. This customer is Category F. They're rude. Obnoxious. Make you feel like dirt. Simply, they don't respect you. So, what are you doing trembling at their



every demand? The point here is this: make sure you know who they are. If you still need them, fine. Tolerate it for now. But don't do them any favours. Instead, try to fill your book only with A and B customers. And then, from a position of strength, you can gently encourage your F customer that perhaps you're not the right groomer for them. Yep, sure, it's a delicate one. You might love their dog and be worried about that dog's welfare. It's your call. But you must be Firm with F customers. If they don't play by Your rules, you must Fire them. Let them go elsewhere and be somebody else's problem. It's your business after all. Your rules.

Take the time to go through this exercise. A, B, C or F. Challenge yourself and commit your business to serve only the customers you LOVE. Your Dream customers. Honestly, it feels SO good moving an F customer out of your life. It's the end of a toxic relationship and it's incredibly liberating. Your business, and your physical and mental health, will THRIVE when you do this. Now that's something to look forward to!

3. Update your customer email addresses

All those Category A, B and C customers? Make sure you've got their email addresses. Yes, you might have their mobile number. That's fine. But you really do need their email address. I'll explain more shortly. Don't have it? Ring them up and ask them for it. We require email addresses as a condition of registration at our salon. I've never had anybody refuse to provide it. Don't over-think the GDPR compliance stuff. If they are a customer, you can get their email address because you'll be providing service-related emails to them (it's the Marketing emails and sharing of details with third parties that is a problem. But we'll talk about that in a second).



4. Open a FREE MailChimp account

Now, let's put those email addresses into an email management system like MailChimp. You can use other systems like AWeber or Klaviyo, it's up to you. But MailChimp is super easy to get your head round. And it's FREE up to a certain number of email addresses and the number of emails you send. If you need help how to do this, please click on the following link for a simple MailChimp Guide. Otherwise, just go to MailChimp.com and get started. If you've got an Excel file (spreadsheet) of your customer email addresses, even better, because you can simply import this as your new 'Audience' in MailChimp (Audience = customer LIST).

Here's the link to the FREE Guide to MailChimp (click on or copy-paste into your browser):

<https://mypetgroomer.s3.eu-west-2.amazonaws.com/MyPetGroomer+MailChimp+Guide.pdf>

IF that link doesn't work on your mobile, go to 'Our Mission' on MyPetGroomer.co.uk and you will see the link

<https://mypetgroomer.co.uk/our-mission.html>

Or [Click here](#)

5. ADD your FREE business listing to MyPetGroomer.co.uk

It's FREE. FOREVER. Your business can have a profile page on MyPetGroomer FOR FREE where you can upload images, videos, claim badges of your qualifications, integrate your Facebook feed, provide your contact details, show off your personality AND get customer reviews (this is why we need those customer email addresses – you'll see what I mean shortly..). You can sign up in as little as THREE minutes.

Simply visit the website www.mypetgroomer.co.uk and click on the main menu heading 'Add Your Business'.



If you need help with this, please click on the following link to see the simple step-by-step guide.

<https://mypetgroomer.s3.eu-west-2.amazonaws.com/MyPetGroomer+Easy+Sign+Up+Guide.pdf>

If that link doesn't work on your mobile, go to 'Our Mission' on MyPetGroomer.co.uk and you will see the link to the Guide

<https://mypetgroomer.co.uk/our-mission.html>

Or [Click here](#)

ACTIONS:

- Go to www.mypetgroomer.co.uk
- Click on Add Your Business
- Add your business (takes about three minutes)
- Get creative and add more stuff like images, videos, Facebook etc.

6. Organise the 'Essential Numbers' for your Business

These are the contact details you need not just in an emergency (like Fire, Police or a Vet) but the details that are good to have close to hand for everyday stuff (the plumber, an electrician, a supplier). If you're tech-savvy and have all this saved to your smart phone and backed up, that's great. But it's also really helpful to have it printed out within easy reach of your desk.

If you'd like a Template, take a look at the one created by BIGA, the British Isles Grooming Association. It's FREE to download and print off – it's called MyBIGA Business Helper. Make sure to visit the BIGA Resources page for other useful documents or guides to use in your business or share with your customers.

<https://www.mybiga.org/BIGA-Resources>

ACTIONS:

- Go to www.mybiga.org and click on the Resources page
- Download the pdf 'MyBIGA Business Helper' and print it off



- Start filling in the template with all the useful contact details you need to hand

7. Print off some FREE guides for pet owners

These are useful to share with customers, especially new pet owners, and manage their expectations about everything that grooming involves. The guides are just one page so it's not like you have to read massive amounts. There is a guide for the Pre-Grooming Consultation. Another one for what happens DURING grooming. And then another one for what to expect AFTER grooming. All this helps to raise awareness about pet grooming and increases the professionalism not just of you and your business, but the industry as a whole.

<https://www.mybiga.org/BIGA-Resources>

ACTIONS:

- Go to www.mybiga.org and click on Resources
- Download the FREE guides for the Pre-Grooming Consultation, During Grooming and After Grooming
- Print the guides and have them ready to take with you into the salon next time
- Share the Guides with your customers, especially new pet owners

8. SEND an email to your customers. Build up your positive online reviews!

Now that you've got your customer email addresses loaded into MailChimp (or other system), send an email to say Hi and that you hope everyone is staying safe and well, especially their dog. And that you hope to see them again soon.

You can also ADD VALUE to your email by sharing the link below with them. This takes them to a page on MyPetGroomer that provides access to FREE reports with advice about how to manage during a pandemic or lockdown. Lots of great reports here about how to avoid panic and anxiety and, instead, create positive experiences, or keep children occupied and stimulated.

Just copy and paste the following link in your email. Or, if you get a better understanding of MailChimp, you can split this out over several emails providing the link for each separate report.

Here is the link (click on this or copy-paste into your browser):

<https://mypetgroomer.co.uk/pet-owners.html>



IMPORTANT: at the end of each report is a short invitation to the pet owner to leave a happy review on your business listing on MyPetGroomer.co.uk. If you're reaching out to them, showing that you're thinking of them at this time, they'll be thrilled to leave you a great review.

9. Join the new Facebook BIZTALK Group

Visit MyPetGroomer BizTalk Group on Facebook. This is absolutely brand new. It's the dedicated Group for 'business talk' among pet groomers. There are plenty of other groups that talk about grooming. This Group is for business. Share your thoughts / questions / feedback and get answers and opinions from other pet grooming business owners. Questions about pricing? Ask here. Product recommendations? Advice for self-assessment? Think of it a bit like a dedicated money channel specifically for pet groomers. Benefit from the advice that others are more than willing to share!

Here's the link to the Facebook Group: [MyPetGroomer BIZTALK](#)

10. Start a Healthy Habit

It only takes about 21 days to develop a new habit. So why not start a healthy habit now. Here are some ideas:

- Set your alarm thirty minutes earlier each day. Before you get hijacked by the day's events, take some ME Time
- Go for a brisk walk or run each morning
- Meditate for five or ten minutes to clear your thoughts and centre your mind
- Take up Yoga or Pilates at home
- Get on a stationary bike for ten or fifteen minutes, followed by ten or 15 minutes of body-weight training
- Write a Gratitude Journal – just free-style scribbling down of the things you are thankful for
- Send a card to an old friend or family member for no reason other than to brighten their day (look at www.moonpig.com)
- Promise yourself only to drink on weekends (a pet groomer's weekend usually starts late Saturday afternoon, not Thursday lunch..)
- Start learning a new language
- Teach yourself to play an instrument

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Starting a healthy new habit should be fun, rather than a chore. But it's important to be disciplined. Like the advert says: Just Do It. So, don't overthink it. Just Do It. Don't put too much pressure on yourself either. This is about doing what is good for your soul. It is a Luxury. A privilege. Something you will love and benefit from. You won't regret it unless you give up or never do anything about it.

Stay Safe and Well.