



GETTING NEW CLIENTS & BUILDING RELATIONSHIPS

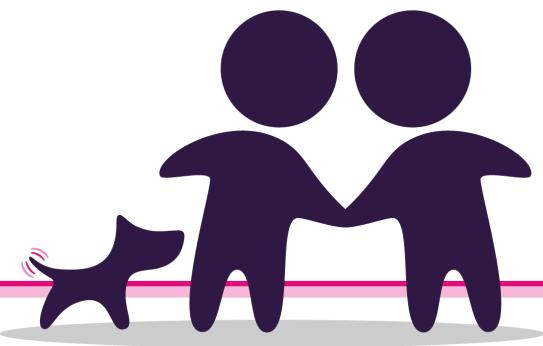


MY QUESTIONS FOR THE...



GETTING NEW CLIENTS AND BUILDING RELATIONSHIPS FACEBOOK LIVE:

NOTES:



DIFFERENT WAYS TO MARKET YOURSELF

WORD OF MOUTH

Your clients can be your biggest asset when it comes to marketing! When people find something that works for them and that they find value in, they will want to spread the word far and wide!

You can offer all of your clients who attend your classes a business card with a discount code (or other offer) that they can pass onto their FRIENDS, family, neighbours etc.

You can even offer your clients an incentive: If someone books with you and mentions the clients name who referred them to you at the time of booking you will give that client a 10% discount off their next lesson with you.

CLIENT TESTIMONIALS

Your amazing clients are going to want to rave about your services! Obtaining client testimonials that you can share publicly really helps cement the value and quality of your services with potential clients.

We believe client testimonials are so powerful that we dedicated an entire eBook on how to get the best testimonials from your clients!



Take me there!

CONTENT YOU POST ONLINE

We love seeing videos of our Gamechangers playing games with their dogs! Our Gamechangers also love seeing videos of us playing games with our dogs! Being able to share short video clips of you playing with your dogs in different places is a great way to show your audience how you fit training into your everyday life as well as how effective and fun the games are!

You can start to tailor the content you create to common struggles your students and/or online audience are experiencing. This will create excitement amongst your audience as they will be able to see how your training transfers to helping them with their struggles.

CARRYING BUSINESS CARDS WITH YOU

It sounds simple, and it really is that simple! When we have a passion for something, we can often find ourselves in situations where we're talking to others about our dogs and training!

Having your business card on hand to pass to the person you are talking to is powerful. People remember being given something physical to take away with them, couple this with your super knowledge, passion and possible demonstration (if you have your demo dog with you), it really paints a picture for that person to want to reach out and follow up.

Once you have given them your card, ask them if you can take their email address so you can send them some resources. Now you have their contact information so you can follow up with them and share some great resources!

Business cards might be small, but they're powerful!



USING YOUR DOG AS A CATWALK

Strut your stuff on the runway! When you're out with your dog, you're showing the world (or the street) the power of games!

If you have branded clothing, wear it! Keep your business cards on you at all times. Be sure they're somewhere you can easily reach them and somewhere they won't get covered in dog treats!

Strike a power pose (both you and your dog), play games and have fun! You never know who might see you and be inspired to come and talk to you.



WORKING WITH OR VOLUNTEERING WITH LOCAL PET PROFESSIONALS

Reach out to your local pet professionals such as:

- ★ Veterinarians
- ★ Pet stores
- ★ Groomers
- ★ Doggy Dacares

Visit them in person or reach out via email or call them. Introduce yourself and let them know the services you provide. Ask them if you can leave your business cards with them so they can refer their customers to you for your services.

Be Brave, pull up your positive pants and get out there!



Make a list of pet professionals in your area who you can reach out to and start building relationships with:

NOTES:



YOUR WEBSITE

How you layout your website and the content you put on it can sell new customers on your services!

Having a clean, easy to use website helps your potential customers get to know you, see the services you offer and choose which service they would like to sign up for. It's also a great place for them to contact you, especially if they aren't on other social media channels.

Our favourite segments we like to include on our website are:

- ★ **ABOUT** - This is where you introduce yourself to your online audience. Who are you? What inspired you to start dog training? What training methods do you use? Do you have your own dogs? Who are they and what are their stories?
- ★ **CLASSES** - Detail the types of classes you run, how many spaces you have per class, how much the classes are, how long they run for, where they are held and how clients can register/sign up for them.
- ★ **OTHER SERVICES** - Detail any other services you offer. This could include information on the Sexier Than A Squirrel Challenge and Training Academy.
- ★ **CONTACT US** - A simple form for your online audience to contact you along with your email address and phone number.



SOCIAL MEDIA

Social media is a great way to reach more people and share your services and journey. Different Social Media platforms are used for different types of content.

By understanding how different platforms work and the type of content that does well on them will help you plan your social media content to get more reach.

FACEBOOK

Facebook aims to create conversations, discussions, comments and engagement. We love using Facebook as a way to support our students in their learning as it opens up conversation and feedback.

You can create content to drive traffic towards your Facebook page which will further your reach. What does this mean? It means that anyone who likes or follows your page will be more likely to see the content you post and share it on their own Facebook page. This is the ripple effect!

You can post photos, videos, create opinion polls and do Facebook lives.

We dive into creating and getting the most from your Facebook page in PDT Fusion and PDT Club! All PDT Club members get access to PDT Fusion for Free!



YOUTUBE

YouTube is a great platform to use to share longer form videos. Videos tend to be 10 minutes or longer and can contain links to encourage viewers to subscribe to your channel.

This is a great platform to share training tips on specific topics, share your training videos with your own dogs or share training videos from your classes (with your clients permission of course!).

YouTube allows viewers to comment, like or dislike videos.

INSTAGRAM

Instagram focuses on sharing shorter videos and photos that reflect a snapshot of your day. Aesthetics are important on this platform, using eye-catching images to tell your story before viewers and followers read your post.

When you create a post, whether that's a photo or video, it's shared to your followers' main feed. Videos you share on your posts can be up to 60 seconds long.

Creating posts isn't the only way you can share your videos! You can share videos in different ways on this platform:

- ★ **STORIES** - These allow short video clips of up to 10 seconds however, you can post as many of these as you wish. So if you have a 30 second video and want to post it as a story, it will show in sequence over 3 stories. Stories only show on your page for 24 hours unless you save them as a Story Highlight.
- ★ **REELS** - This short-form video feature mimics TikTok's platform. You can post videos up to 60 seconds long, made up of a single clip or multiple clips edited together. You can add music, on-screen text, closed captions and visual effects..
- ★ **IGTV** - This allows more long-form videos, up to 15 minutes from a mobile device or up to 60 minutes from a desktop device. This gives you lots of time to get your message across.





BE A STRONG MAGNET

Share your passion for what you do! Being a strong magnet will attract the right people for you and your business. Encourage your clients to share their experiences with you and share the love for Games Based Training.

BUILDING RELATIONSHIPS WITH YOUR CLIENTS AND OTHER PET PROFESSIONALS

Why is it important?

- ★ Pet professionals are experts in their area of profession, not necessarily experts in training and behaviour - that's your area of expertise.
- ★ It's likely that your clients will also have a relationship with these professionals. You want them to recommend you for any training and behaviour related questions/struggles.
- ★ Recommend each other - boost each other's businesses.
- ★ Word of mouth is super powerful for building your business.

KEEPING TRACK OF YOUR REFERRALS

By keeping track of your referrals you can see what marketing strategies worked well and which ones could use some fine tuning. This will help you to focus on the areas that need improvement and recognise which areas are doing well.

You can keep track of your referrals by:

- ★ Including a question on your new client form: How did you hear about us?
- ★ If you are doing an online promotion, ask your customers to quote a code, word or phrase when purchasing or signing up for your offer.
- ★ Keep a record of where you advertise your promotions/services so you know where the client saw your advertisement
- ★ You can create a campaign name that goes on the end of your Training Academy affiliate link. You can set one up for your doors open/closed links so you can track how many referrals you receive through these links.

GRATITUDE

If you have business cards at different locations, every month or so, take some time to review how many referrals you received from these businesses. Share how grateful you are for their referrals by dropping by with a gift, thank you note, card etc to show your appreciation. This will help maintain your relationship with the business and encourage them to continue to share your information with their customers.

Here are some of our favourite ways to say thank you:



Gift baskets



Gift cards



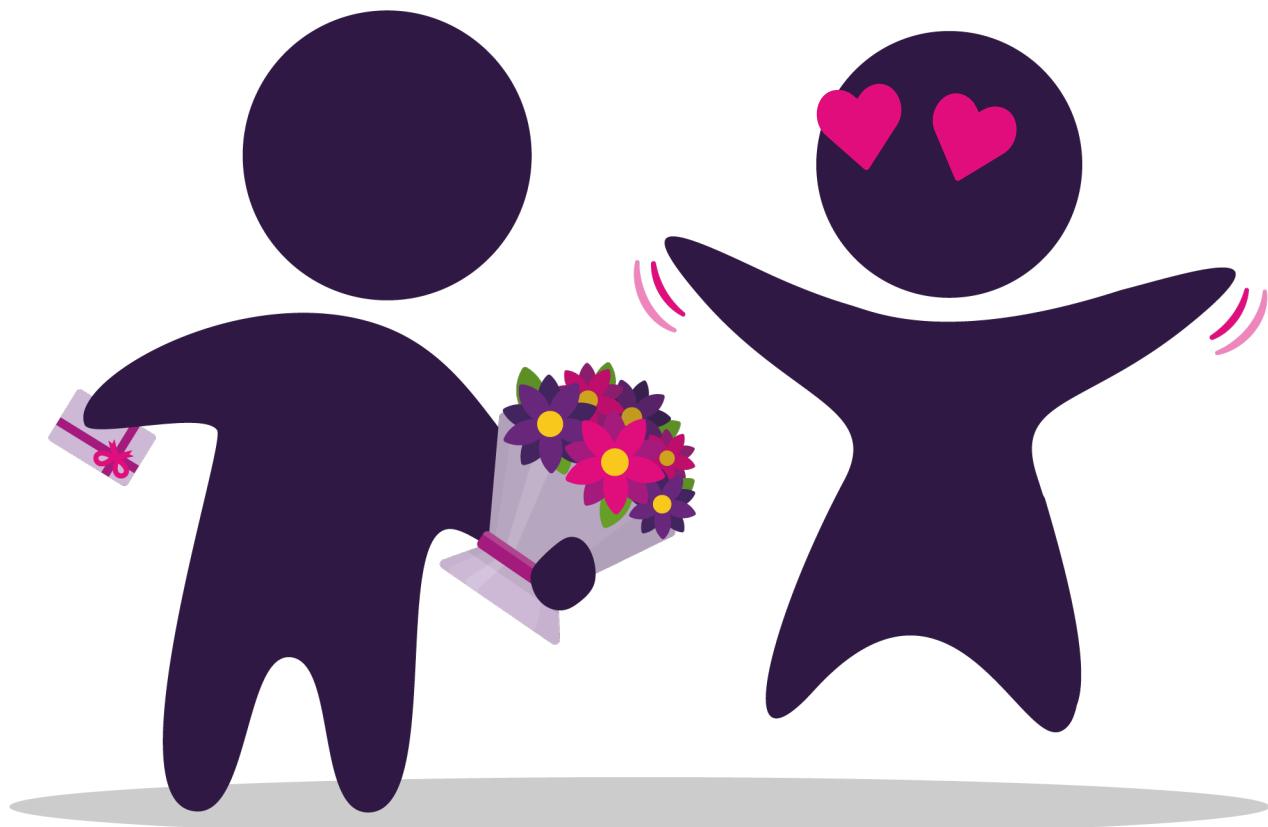
Thank you notes



Flowers



Cake (who doesn't love cake?)



Absolute Dogs.

PRO DOG PARTNER



The background features a vibrant, multi-colored gradient (purple, green, blue, yellow, pink) with white star-like sparkles. Two stylized white clouds are positioned at the top and bottom. In the center, a woman with blonde hair in a black sweatshirt holds a light brown dog. To her right, a man with blonde hair in a blue t-shirt holds a dark brown dog. They are both smiling and standing on a large, white, fluffy cloud at the bottom of the frame.

youtube.com/absoluteDogsofficial



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