

50 Ways to Boost YOUR PET BUSINESS REVENUE





“50 WAYS TO BOOST YOUR PET BUSINESS REVENUE”

Pet Boss Nation® Educational Guide

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LET'S BE HONEST.

Entrepreneurship is hard.

I should know. I owned and operated three brick and mortar pet businesses with 27 employees before I turned 30. And by the time the recession rolled around, I was buried in debt—to the tune of \$400,000. I was regularly working 16 hour days and my marriage was falling apart. Despite the outward appearance of success, my health, wealth and happiness were so far out of reach, I wondered when I'd ever see them again.

But then, the tide changed. I realized how fortunate I was to be making the decisions instead of having them made for me. I remembered the gift I'd been given to create, grow and prosper on my own terms—whenever, wherever and with whatever and whoever I so chose. And I'd remembered, failure wasn't an option.

I invested in the support I desperately needed and went on to create two separate business models that each hit the 7-figure revenue mark. I was finally making money and taking time off! My original brick and mortar retail stores transformed into multiple revenue streams including retail, grooming, doggy daycare, boarding, training, dog walking, play park memberships, online informational products, books, merchandise, and now business consulting through Pet Boss Nation.

The key? Learning how to run my business as a successful company rather than a self-employed side gig. The truth is: freedom is never free. But when you learn how to truly boss your business, you position yourself to enjoy the freedom you've always wanted. I should know. I do it every day!

It's time for you to transition from working like a boss to living like one. That can start for you, right now. I want to show you the way.

Ready to learn how to boss your business?

Keep reading to discover -
[50 Ways To Boost Your Pet Business Revenue](#)

In Your Corner,

Candace





Pet Boss BUSINESS BOOSTERS

There are 6 key focus areas in business.
Each activity is critical to success!
Make sure each get a moment to shine on
your calendar multiple times a year!

TEAM

- Quarterly Team Building Outings
- Monthly Trainings
- Weekly Checkin Meetings

MARKETING

- New Customer Acquisition
- Loyalty Program
- Community Building
- Re-engagement ***Should happen daily, but hyper focus on each area at least 2, even 3 times a year***
- Referral Program
- Story Telling
- Reviews

SALES / SELLING

- Sales Training
- Product Training
- Promotions ***Should happen weekly in some form, but hyper focus on each area at least 2 times a year***
- Networking - New People
- Networking - Current List
- Outbound activity

OPERATIONS

- Inventory
- Cleaning up systems and processes
- Employee papers / Reviews ***Should happen weekly in some form, but hyper focus on each area at least 2 times a year***
- Financials
- Merchandising
- Ordering

This is the only one you can tweak! Come up with 6 areas that are the best for your business.

EVENTS

- On Location
- Off Location ***Each should happen monthly, but hyper focus on each one at least 4 times a year***
- Online

MYSELF

- Time Off ***Should happen weekly in some form, but hyper focus on each area at least 3 times a year***
- Vacation
- Perk
- How can I replace myself?



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Team

Build your team's confidence, connection and communication and it will translate into better customer service and increased profits!

1. Plan quarterly team building activities.
2. Host a monthly training.
3. Commit to weekly department/manager meetings.
4. Hire people who can sell, who like people and are great communicators.

Marketing - Online

Get the best bang for your buck to your exact audience specifications with these online options for marketing.

5. Run Google & Facebook ads to potential customers and/or retarget existing.
6. Engage in local Facebook groups or create your own.
7. Increase email marketing frequency to 1 or 2 times a week.
8. Consistently go live on Instagram or Facebook (Q+A's, interviews, live selling).



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Marketing - Promotions

Successful pet businesses have a robust, monthly promotion calendar to bring in new customers, to engage with existing customers and to increase either the frequency of spending or the total dollar amount customers are spending per transaction.

9. Have limited-time giveaways.
10. Offer no obligation trials.
11. Create a VIP Club or VIP level membership.
12. Develop a frequent buyer program.
13. Offer free upgrades.
14. Create a loyalty program.
15. Do double loyalty points days.
16. Play "Bingo" with customers.
17. Hand out bounce back coupons.
18. Offer limited edition or themed mystery bags/boxes.
19. Offer BOGO (buy one, get one).
20. Have a flash sale.
21. Sample products or services regularly.



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Marketing - Offline

Not all marketing needs to be done online. Remember these important offline and local opportunities available to you!

22. Build relationships in your community (like with realtors, schools, pet groups, etc)
23. Launch a referral program.
24. Start a meetup group. (It does not have to be about pets!)
25. Develop a brand ambassador program.
26. Send a direct mail campaign.
27. Send thank you cards to show customers you care.

Sales Training

The fastest path to cash is right here!!! Working with your team to improve these skills will be a game changer to your cashflow!

28. Practice the art of adding on to the sale.
29. Get comfortable upselling to a higher package or more expensive product.
30. Provide training to all sales people so they can become a subject matter expert.
31. Convert more lookers into buyers.
32. Improve response to price check/information phone calls and emails into buyers.
33. Develop a system for asking customers for reviews.



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Sales - Outbound Activity

When cashflow gets tight, don't just wait for the business to come to you...
GO AFTER IT!

34. Call a new or different prospect every day. No prospects? Reach out to partners.
35. Meet up with someone new for lunch or coffee every other week.
36. Each month reach out to those who've not done business with you in the last 45-60 days.
37. Pick up the phone regularly and check in to speak with existing clients.
38. Attend a local or industry networking event.

Operations

Improving your revenue doesn't always have to be about marketing or selling. Many times it improves by taking a look at your internal operations. Tap into resources already available to you!

39. Dive into the awesome sales reporting in your POS or appointment software.
40. Update price changes immediately.
41. Discount and move out inventory that's over 90 days old.
42. Have a system for tracking income and expenses.
43. Create monthly and daily sales goals.
44. Track the average sale per employee and work towards improving it.
45. Pay down your highest interest debt.



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Events

Regular events give customers another reason to visit, a reason to tell their friends and an opportunity for you to connect even deeper with them. Some events create great social proof and brand awareness, too!

46. Celebrate with monthly pet birthday parties.
47. Host regular "Dog Mom Nights Out".
48. Sprinkle in quarterly customer appreciation days.
49. Plan breed specific meetups.
50. Sell tickets to a virtual event or educational webinar.

Wondering how to do all of these ideas?

Join the Pet Boss Club!

Members get access to templates, guides, video trainings and live Q+A's that review ideas like those found in this pdf!

[Join here.](#)



Want more Resources like this?



Join the Pet Boss Club!

Just started your first pet business? Opened a second retail location or expanded your services to a new location or region? Ready to start something new and sell your pet business? If you answered “Yes” to any of those questions, then the Pet Boss Club is for YOU!

No matter what stage of business you’re in, the Pet Boss Club can help you. Founder, Candace D’Agnolo, started her own multi-location business, including retail and pet services (daycare, grooming, boarding and dog walking) and successfully sold each. The one thing she wished she had, but couldn’t find, was a support system of industry peers and mentors. So, she created the Pet Boss Club!

The Pet Boss Club is Pet Boss Nation’s signature product—our monthly membership program. The Club brings Pet Bosses together in a tight community where every month you continue to grow your knowledge in the areas of sales, marketing and leadership, to take your business to the next level.



INCLUDES

- ✓ Online portal with business tools and tips specifically for pet business owners
- ✓ Exclusive Facebook group, where all the action happens
- ✓ Community Q&A sessions with Candace
- ✓ Monthly deep dives into Sales, Marketing or Leadership
- ✓ Monthly Marketing Toolkit with promotional planner and social media graphics
- ✓ Quarterly Member Mixers - have fun, win prizes!
- ✓ Perks and Discounts - free access to PBN events, Mentor program and partner discounts, free swag!!!

JOIN HERE!

Get access now: petbossvip.com

Still have questions?

Connect with us at

hello@petbossnation.com

Looking for 1:1 Support?

These sessions are reserved for YOU... our Very Important Pet Boss. Get laser attention from Candace D'Agnolo, the CEO & Founder of Pet Boss Nation, where you'll work 1:1 with her, full steam ahead towards your goals!

Our VIP Experience is what you need to make massive leaps forward in your business and overcome the day-to-day obstacles that are holding you back from building your dream brand.

And this is no one-size-fits-all solution. You all have different needs that require different amounts of support. That's why we offer one hour, half-day or full-day sessions or ongoing coaching.

The biggest benefit of committing to this is TIME. Candace gives time solely dedicated to you, but more importantly, you're dedicating time to yourself—away from distraction. working through roadblocks and developing an action plan to get results.

**“Candace is a dynamic guru of all things pet.
In the course of a couple hours,
she had my head spinning with ideas for growth.
My business is better for meeting her!”**

- Dustin McAdams, Pupjoy.com

About Candace

As a pet industry veteran since 2004, Candace had started companies in pet supply retail, wholesale bakery, dog daycare, pet grooming and more. After successfully selling three businesses, she now mentors thousands of other “Pet Bosses” to see success faster together than doing it alone. As a pet industry business coach, trade show speaker, columnist and influencer, her belief in community over competition and her ability to grow and scale companies is impacting other business owners in a big way! Now she's ready to meet with YOU!



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PET BOSS VIP SESSIONS MAY INCLUDE...

- ✓ Pre-Session Self Assessment
- ✓ 30-Minute Prep Call with Candace
- ✓ Zoom video for consults and access to recordings
- ✓ Recap Action Report
- ✓ Compliment access to applicable additional resources relevant to your needs
- ✓ 30 Day Check-In Call with Candace

Book a Discovery Call at

PetBossMeetings.com

to see if a VIP Experience
is right for you.

