Cat Part 8

Alright, so we're going to finish up. This is part five of the PowerPoint. But I think part eight, as far as videos are concerned anyway, so we're going to go over staffing, how to check out, pricing, and marketing. Alright, so let's talk about staff first. All right? Um, first of all, do they like cats? Alright, my introduction to cat grooming was a cat appeared on my schedule. No one had asked me whether or not I liked cats, or I wanted to do cats, or if I knew how to groom cats. So the first question, you could ask a staff yourself is, do you like cats? Because if you don't like cats, or the staff doesn't like cats, and they should not be grooming cats, right?

Cats read us very well. And then what I mean by that, is that whatever our moods are, it gives off pheromones, right? And cats can smell those pheromones. They know we're afraid of them. They know if we're like pissed off at them. They know that. And that doesn't set the mood for good cat grooming. So the first question should be is, do they like cats. And if they like cats, then continuing education is important, such as this program. But there's many instructors out there that will do hands on program. So continuing education is key to good cat grooming, right? So encourage it.

And you also need to know when to say no. Right? Cats are very sensitive metabolically. Alright, though, they might deny that but they are. So they once they get to the point of no return stress they can have a heart attack. You know, so in the beginning of this program, we went over some of those signs, they have to be able to say No, all right, there are instances where cats should be groomed out of a vet’s office. Usually, it's because they're very elderly, their skin is thinner, or they're pelted so badly. It's not if this cat is going to be nicked. It could be how many times this cat is going to be nicked. Alright. And that all goes under your waivers, but some cats need to a be done at a veterinarian's office. And any cat that somebody is uncomfortable grooming, they should not groom this pet. Cats can cause a career ending injury through a bite. Alright, so we had discussed protection earlier. So your staff needs to know when to say no.

In the checkout, If you have any concerns, this is the time to discuss it with the owners. I like to do like a report card, so I write it down so I have any issues I write it down. If I feel there's any medical concerns, I write it down so they can just hand that to the veterinarian rather than interpret what it is I said.

And you know what, book then next appointment.

Pricing should be based on the skill of the groomer. Okay, so that more experienced cat groomer should be should charge more than the less experienced one. Cat grooming is also a niche market, meaning that it should command a higher rate than the average groom, right? When I was mobile. I had I prefer hourly, hourly with minimum charges, so that you'll notice my waivers for the addeddum to cat grooming, that my minimum charge applies regardless of completion of groom, alright, and in my case is a mobile groomer. My minimum charge was actually a full hour of grooming. I like the time aspect to it. Right. So if the cat takes me up to an hour is going to be this price. If a cat's taking me longer than an hour then the price is going to go up accordingly to the amount of time I spend on that cat. Okay. I had to two rates when I was before I retired. All right. One rate was for small dogs, easy to manage dogs. And then I had a higher rate which was $20 an hour higher, which was for cats, for larger dogs, or dogs that had more profuse coat. And then remember that this is a premium service, there's supply and demand. I was the only cat mobile groomer in my area. And there was maybe two shops in my area, that groomed cats. Alright, so it is a premium service and this should be priced as if it is a premium service. So whatever it is you're charging for regular. Um, well, you might consider your regulars. Whatever that rate is cat should be higher cat should be in the range of whatever your specialty is, maybe might be hand stripping might be show trips, whatever that higher rate is.

So how do you get cat clients? Okay. Let's talk about that. Um, the best place, all right, to get cat clients or your current dog clients. Right? Sometimes they don't know you groom cats. Cats get groomed. Right? Probably a good 75% of my cat clients came from my dog clients, right? Being as I was mobile, I was in their house and I noticed a cat and I'm like, hey, you know, I do cat grooming? Oh, no, I didn't know he did. Yes, I do. Let's book that appointment. Right. So your current clients are going to be a good resource for acquiring cat clients.

You could have a listing on the cat grooming associations, if you join the membership, they will put you up on their website, there are two of them. Okay, there's the professional cat groomers Association of America. And then there's the national cat groomers Association.

Breed clubs. There's Tica and there's one other. So look at the cat clubs in your area. Just like there are dog clubs, , there are cat breed clubs, find out where they are offered to do a grooming demonstration for them and hand out your card.

There are cat forums on social media that are specifically for cats. Okay. There are also your local town community page. You can talk about cats there as well. Veterinarians, especially if there's a cat specific veterinarian in your area. And other groomers, other groomers meeting who don't want to groom cats. So I had a no poaching policy, right? They would send me the cat clients. But I would not poach that families dogs clients, right? So had no poaching policy there.

And then there's advertising. All right, your website should have right on the homepage, a picture of you grooming a cat, right? They will not know you groom cats unless you tell them you groom cats. So your website should have pictures of cats, your social media, your business page, whether it's Facebook or Instagram or Tik Tok, or whatever it is that you groom cats, right? The first 15 words, including the name of the website, name of the Facebook page, those are SEO heavy, meaning when somebody puts in a search, it's going to look at those first 15 words, right. So as an example, website, positively pretty. Mobile grooming salon by words. Then. Danbury Connecticut's Premier Dog and Cat groomer. Mobile . Okay. Anyway, so in the first 15 words of my website, it has the name of the website, the town which I was working at it in the fact that it's a dog and cat grooming. Those are searchable words. So if somebody is looking for dog groomer slash Danbury that appears in my first 15 words on my website, my Facebook page in my About section, okay, and that's what's gonna come up in the search.

You can do ads, and I this is not a class on how to do Facebook ads because that changes all the time. I highly recommend either taking a specific how to do a Facebook ads program or hire someone to do it, it's gonna be well worth the money.

If you have newsletters, all right, make sure you put in those newsletters that you groom cats Alright, so we are at the end I appreciate your time and watching this program. If you have any questions, feel free to either tag me on Facebook, I'm easily found. You can email me Mary at pawsitivelypretty.com or you can text me at 203-994-5308 If you fill out the workbook and you get it back to me, I will give you a certificate for this class.