

Your Messaging

SESSION FOUR





YCREATETHATPROGRAM.COM

MARY OQUENDO

I have been teaching online since 2011 when I first launched Pawsitive Educational Training. That's not just 12 years of experience online, but I continue to teach and keep up with the ever-changing landscape of the internet so that you don't have to. Add in that I have been teaching in person since 2006 and keep up with the latest teaching methods. Over the years, I have been recognized by my peers for leadership and contribution to the industry.

2011 LAUNCHED THE FIRST
PROFESSIONAL PET INDUSTRY
LIVE MEMBERSHIP

2012 DAVID SALZBERG AWARD FOR
OUTSTANDING ACHIEVEMENT IN THE
PET INDUSTRY

NOMINATED EVERY YEAR SINCE
2012 IN SEVERAL BARKLEIGH
HONORS CATEGORIES

2020 PET INDUSTRY EDUCATOR
OF THE YEAR AWARD

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BRAND MESSAGING

SET YOURSELF UP FOR SUCCESS




This session is all about getting started on the right foot. There is a great deal of work that goes into setting up a program. Just as you would not want to build a home on a shaky foundation, preparation and organization is key to your success.



Recommended supplies:

1. 3 ring binder
2. Loose leaf paper
3. 3-ring hole puncher
4. Color stick on tabs



Print out each workbook in color if possible. Use the hole puncher to add it to your binder. Add extra loose leaf paper after each workbook for brain dumps and extra notes. Use the color tabs on the first page of each workbook to easily locate information.



Fill out each workbook and complete all assignments.

CHRIS

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CLEAR

HEARTFELT

RELEVANT

CHRIS

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INTERESTIING

SPECIFIC

8 BELIEFS YOU DISAGREE WITH AND WHY

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8 BELIEFS YOU DISAGREE WITH AND WHY

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8 BELIEFS YOU AGREE WITH AND WHY

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8 BELIEFS YOU AGREE WITH AND WHY

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My Truths

1. Be who you are. You do not have to conform to anyone version they have of you.
2. I am committed to help those who are willing to do the work necessary.
3. All businesses should be run with the eye towards success.
4. What I say I mean. My word is my bond.
5. I want to leave my impression on the professional pet industry.
6. I will always create a new program when the need exists.
Or simply I decided the need exists.
7. I want to inspire both the upcoming as well as the established professionals in my industry.
8. I will adapt to whatever life throws my way.
9. There is always room for improvement. I will continue my own continuing education on a regular basis.
10. I will be mindful of including everyone.
11. I will acknowledge those who can before me to make my life easier.
12. My programs help everyone no matter where they are on their journey.
13. I have the foresight to see trends and act upon them.
14. I want to inspire the next generation of groomers.
15. Checklists make my world go round.

2

STATE OF AWARENESS

WHO IS AWARE OF YOUR PROGRAM

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1. Most Aware

2 Knows But Doesn't Want

3. Doesn't See Your Solution

4. Doesn't See A Connection

3

CORE MESSAGE

CORE MESSAGE

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What Do They Want

Their Fear

Think They Want

CHRIS

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Limiting Belief

Problem From Clients Perspective

QUESTIONS

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1. The Desire My Client Has Is

2. The Problem My Client Has Is:

3 The Limiting Belief My Client Has Is:

4. The Solution My Client Sees Is

MY CORE MESSAGE IS

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CORE VALUES

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Core Values



Unapologetic. We unapologetically present as ourselves. We are the leaders in the professional pet industry who pave the way for others to easily follow.



Inclusivity. We feel everyone has a right to learn no matter how they learn. We set up for success by providing the right tools.



Adaptability. The world changes. We are on the forefront of new ideas.



Sustainability. We create sustainable professional pet businesses. We help prepare for the inevitable ups and downs.



Inspiration. When it looks impossible, we inspire confidence and fortitude.



Commitment. We are committed to the success of our students.



Creativity. We pay attention to the problems facing the professional pet industry, then create the programs to solve them.



Imagination. We believe in the value of innovation. We dream it, we make it happen.



Recognition. Those that came before us deserve to be honored and for those following need encouragement.



Altruism. We have a duty to help those in our communities.

NAME YOUR PROGRAM

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CLIENTS JOURNEY

CHANGES

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1. Before Number

2. After Number

3. Before Event

4. After

HOW WILL THEY FEEL

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Before

After

5

FLESH OUT YOUR PROGRAM

NAME OF YOUR PROGRAM STEPS

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4.

NAME OF YOUR PROGRAM STEPS

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NAME OF YOUR PROGRAM STEPS

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9.

10.

11.

12.

COMPETITOR ONE

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1. Like

2. Dislike

3. Pricing

4. Offer

COMPETITOR TWO

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1. Like

2. Dislike

3. Pricing

4. Offer

FRAMING THE PROGRAM

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1. What Is Your Program

2. Why Is It Special

3. Why It Works

4. Who's It For

FRAMING THE PROGRAM

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5. How Much Time Saved Or Money Made

6. What Results Will They Get

7. What Is Your Method

8. The logistics Of How They Can Work With You

OPENNN DISCUSSION

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1. Outcome

2. The Past

3. Epiphany

4. Next Step

OPENNN DISCUSSION

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5. New Reality

6. Next Step CTA

6

COLORS AND FONTS

COLORS

FONTS



Create A Program Checklist

- ☐ Name the program

- ☐ Set goal/expectation

- ☐ Create overall brain dump

- ☐ Organize brain dump into topics

- ☐ Create outline

- ☐ Flesh out each topic

- ☐ Create presenting materials

- ☐ Create supporting materials

- ☐ Decide on how students will access

- ☐ Decide on accountability

- ☐

- ☐

- ☐

- ☐

**IF YOU HAVE ANY QUESTIONS, TAG ME IN
THE PRIVATE FACEBOOK GROUP**



CALL TO ACTION

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