Backend

OK. So we're on to the second module, which is now the back end, all right, in your workbook. Ok, we're going to start on page 17. Again, this is how you contact me. The workbook link is in the first module by the way. I thought are we looking to accomplish today? There are so many decisions that you have to be made before you take on that very first client.

And spending some time thinking out the back end of your business is going to save you time and the limit problems that could end up sidelining you down the line, right. So in this module we're going to cover our clients paperwork, pricing, routing and scheduling and some of the little extra things that you that you can add in. All right, let's start off with clients, OK? Ok, so your clients? So what makes a good client? Because, you know, not everyone is or should be a client of yours. So back when I worked in Danbury, right, there were 9000 licensed dogs. And I know that number was accurate because one of my clients was town clerk.

That's not the unlicensed dogs. That's not the cats. I was also grooming cats. There are surveys put out by the pet associations, and basically it is about an equal number of dogs or cats, give or take. So if there's 9000 licensed dogs, there's at least 9000 cats. That's just in Danbury. If I add in some of the surrounding towns, all right, you're talking. Let's figure on the low side of 30000 thousand animals I can pool from.

All right. 10 % of that number would be 3000 I'm not a shop. I don't need 3000 pets. I don't need 1 % of those numbers. That's 300 Fact, I need half of 1 %. Less than 150 OK. All right. So once you know how small your pool really is, this is where you can start thinking about what it is you actually want to groom. Ok? Do you wanna groom specific breeds? Sizes and let's talk real quick about size here for a second.

I love the big dogs. And unless the big dog is cooperative. It's going to take its toll on your body and my last two dogs that I groomed before I. Drove that van home for the last time was a collie and an A large Aussie. Ok. But I did start to cut down on the number of larger dogs that I did through the years. And just because you're starting off one way doesn't mean you can't make changes down the line, all right? So you want your pets on a specific schedule, right? So in the entire United States, and then we let's add in the third category, which you may not consider, which is rabbit grooming, right, there are almost as many rabbits as there are dogs.

And as many as cats. Ok, so there's 70 million dogs in the United States, there's probably 70 million cats, and they're as close to 70 million rabbits. Right, this all can be a niche market for you, so if anyone's interested in looking rabbit grooming, I will send you someplace else. But I know who to send you to. And the basic rule of thumb is that seven out of 10 people basically own a pet, right? Good clients are made OK? They're made when you set boundaries and policies.

All right? And if you don't remember anything, remember this. No is a complete sentence, right? You don't have to have explanations. No, I don't offer that service here. No, I don't groom cats. No, you cannot be on a 3 month schedule. Your business, your policies, however you decided to be. This is your business and if you think this is difficult, reframe it as this. Would you walk into your doctor's office and tell them this is how things are going to be done? Do you walk into your accountant and tell them no, this is the way things are going to be done. You don't take the take the policy of other businesses.

Clients should not be dictating policies and procedures of your business. And if you have to print that out and put it up on the sign so that you can see it. Clients do not dictate policies and procedures. I do. Ok. It's important to know what you don't want in the client as it is to know what you do want in a client. And workbooks on page 19 all right.

So what do you want? Ok. Do you want specific breeds? All right. Do you do show trims? All right? There was a local groomer to me back when I first started, and we all called her the Wheaten Terrier whisperer. I don't know what it is. She loved wheaten terriers. And you know what? They are good for her right she knew how to do show trims. She could do a wheaten terrier. Like half the time I could because. They loved her, OK? so. I referred out to her why do I want to groom a pet that I don't want to groom? All right, remember. I only need. About we'll get into how many you actually need to run a business shortly, but I don't have to give him a pet just because they call me.

All right? I'm not the best groomer for this, for those weapons. I know somebody elses. But you know what? I was really good at the seniors and the cats, so I had a lot of local groomers where we had, we basically was like a no poaching policy, right? I'm not gonna do a show trim on the path, all right? It's been a long time since I've done it, and it's probably not nearly going to be as good as somebody else. And I'm probably charging double the price because I'm mobile.

Ok, I'm going to send them over there, but you know what? They're no longer grooming comfortable older pets. They most certainly don't want to do cats. So if I sent a client over to them for a specific, they would not try to poach the rest of any other pets in that household. And the same was true. They sent me their 14 year old. Shih Tzu they were no longer comfortable grooming, but that would sit.

I would not groom. The 8 year old Shih Tzu in the household because that wasn't a senior anymore. Right, so you can have a relationship with other area groomers so that you can sort of like pick and choose and do what you want best, OK? Do you like to hand strip? All right. That could be a specialty, right? So anything that you want and you like to do, you know what? I'm actually the miniature pincher whisperer. Ok, they melt for me. Alright, I love doing them. In fact, Pooh Bear is somewhere sleeping with Cecil here.

All right, but I can cut their nails with no problem. I can bathe them with no problem. I would have other groomers sending me their miniature pinchers because they were tired of getting hit by them. Right, you can niche down, meaning you have a specialty. Ok, there are a lot of mobile groomers out there that all they do is cats. Cat specific. Alright, there are other groomers who specialize in behavioral problem pets.

I specialized in seniors and so I'd one point my clientele, probably aged 10 and over, probably accounted for a good 75 % of my clients. But there is turnover there. So when you specialize in something specific, realize what the turnover might be. Vanishing also allows you. Charge more money because you have a specific skill. I have a friend. Who now that she's a shop, dogs, cats and rabbits.

All right, so the dogs are priced a cats are priced 50 % more than that. And rabbits are 50 % more than cats. You definitely can charge more money if you have a specialty. So you hand strip or you do show trims, you could absolutely have a specialty price for that. All right, how many do you want to groom a day? Ok, so at my high point, OK, and I call it my crazy ears. I was grooming 8 pets a day, five days a week. That was 40 pets a week. Let me tell you something. That's insane. It's insane money. It's also insane. Ok, Umm, I started to scale that back and then I went down to 7 dogs a day, five days a week and a good way of doing that is simply raising prices.

All right, raising prices will start clearing out some of those excess pets that you have. So you still making the same amount of money, but you're working less, right? So before I retired. I was down to three days a week. Four dogs a day and I want to tell you something that was a beautiful schedule. But you can do that if you have a specialty and you niche down. All right? What are the sizes of the pets? Ok, do you want to do the large dogs? I loved the large dogs.

I was growing them up until the little the day the last. Like I said, the last two dogs that I groomed was a collie and an Aussie, right? So I liked to do the big guys, right? But I most certainly. Cannot do five big dogs in one day. We'd have to break that up. And when I say big, I'm also talking carrier too. So even though, let's just say that doodle is.

Not nearly what an Aussie weighs. There's a lot of hair there. There's a lot of work, right? So if I was going to do large dogs, that would not ever be more than two large dogs in my day because it was too much of a strain on my body, OK? How often do you want your clients to be on a schedule? Because you know what? The more often a pet is groomed, the more accepting the pet is. It becomes part of their life, not something that has to be dragged into every 3-4-6-6 months.

So the better the condition these pets will be in. All right, the better the coat will be in, so the less stress on the pet. You decide. What your schedule is going to be, and I'm going to recommend for a mobile groomer that schedule be no more than six weeks. Max it out at six weeks. And if you have questions, please, please drop them into the chat box as we go along, OK? All right, let's go into your policies, the paperwork. Ok, let's check the question first. Ok, Ashley. Works four days a week? Ok, four to six a day with a maximum of four stops. So that includes multiple dogs.

I love multiple dog stops, and all clients must be on a two to four week schedule. Only you know what? What actually has is an optimal schedule. By the way, that is really what you should be striving for. All right, so paperwork. So policies are how you do your business procedures or how you perform your business, OK. So policies and I'm going to go over my policies, all right, and my procedures and what they are OK and they are in. The workbook, by the way. All right, so, examples of policies, the term service, client information, you're flea plucking, demanding senior what to expect, you can create them in Canva. There are the software apps that are out there.

You can create your policies in the software. And while we're talking about software, I was able to get 2 coupon codes. Ok, one is for groom Moore. And the code is all capital letters, MOBO 22 they'll give you 50 % off your first two months. And mogo's coupon code is pause Ed PAWSED Capital P, Capital E and you'll get 30 % off your first month. Ok, so I'm going to go over some of the policies and procedures. I have that here in the workbook. They're there. You can change them however you want, but these are examples, OK? So I how we start off with a what to expect and the reason I do a what to expect is that this will reduce the amount of stupid questions that you get, the ones that are repeated over and over and over and over again.

In fact those questions that are repeated over and over again should be included in a what to expect. All right. So this should be something that is emailed to your clients before the appointment so they know what is going on. So mine. Add my logo, my email and my cell number and then what to expect so after check in they're treated to a gentle hands on experience to access Co condition as well as any overt medical behavioral concerns. Then it's off to the bath, relaxing hydromassage but appropriate shampoo and conditioner selection. Ear cleaning is done during the bath and now clipping directly afterwards.

Those are the two big questions we get. Do you clean the ears? You clip the nails OK, then your pet will be hand dried and provided with ear protection. Then the magic happens. Your pet will become brushed along with the agreed upon styling to finish off the groom. There is this selection of accruements to choose from so I'm answering a lot of questions and this is like the first thing they get. I don't need to sign, this is just something that is given to them OK? I have an aggressive dog waiver and I do recommend that you take the time to actually read through the waivers.

So my aggressive dog waiver umm. Was clear on what my minimum charge is, and if this pet needs two people, there's an additional charge because I have to now hire somebody else to help me with the pet. Ok, and there's always the hold. Harmless, OK that anything that happens because of this pet, because of their behavior they're holding me harmless for. So they're acknowledging that their pet is aggressive. As mobile, I own going to tell you to think about whether or not you're going to do aggressive pets, because this is the problem.

You are in a small enclosed area. You have very little room to back up from a dog that's bent on eating your soul. Ok, I also did not do anal glands. Ok, but I do have an example of an anal gland expression there as long as along with a separate ear plucking waiver. Again, my policies and my procedures was that I did not pluck your hair unless it came out easily, nor did I do anal glands, and that was my policy. If clients wanted that, either they needed to find another groomer or go to the vet and do it.

My flea policy is a form there, but actually my real plea policy was if you have fleas, there's no room for you. My check-ins when I do a check in on a pet. It was done in their home because I'm going to see if they have fleas. I am not bringing fleas into my vehicle. The matted pet release form, AKA the non torture form. Again, as the professional I decide how much your pet is going to be demanded. Clients need to be aware of it, so if I see any of these things they are signing it and if they sign something they get a copy.

Ok. Pet Honer pet health owner acknowledgement. This is probably one of my more important forms, and the reason for this is a couple of questions that I ask. Right date, Alas, veterinarian visit. Ok. That was the last time they went to the vet. Ok, list of any medical concerns and then the next question is list of any medications given in the last week and the reason I asked that question is because many times when a pet is in treatment for something. Owner doesn't consider it a concern, so it's not that they're trying to hide something for you.

It's not a concern. It's under medication. I still need to know this pet has seizures. I need to know this pet is diabetic. I need to know this pet has a heart condition. Ok. And then medications will tell me that. All right, even if the owners are not concerned about this? And I have my senior pet release in here and then I want to talk about my client information. Ok, so the information I have on this and why it's on here. So I have their name, the address and five methods of contact email sales. Email, home, phone sales, and they are addressed.

And what is their preferred method of contact right? What are they going to look at? You know, for me, I don't always tell you my preferred method of contact is text. I got a text, I'm going to look at it. If you send me an email I'll note. Oh no email came through, but it may be hours before I get to it. If not, if it's late, maybe not even till the next day. So text me. That's my preferred method of contact. I'm asking the name, the breed and the age and again, medical concerns which they may not answer here.

And can their pet have a treat? All right, because that might be no. They may have some gastric issues, they may have diabetes. Those pets, they might have food allergies. You can't give those pets a treat. So I need to know whether or not I can give a pet a treat during the grooming. I have 4 waivers. Ok. The first one is an authorization to do first aid right? That's a property, right? I have another authorization to perform CPR or not perform CPR.

Don't forget I specialize in senior pets. There were some owners who you know that 14 year old Maltese. They do not want me to do CPR on the Maltese. If you do CPR properly, you're going to break a rib and now you've broken the rib on a 14 year old dog. Who may simply be its time. Ok. The other one is in the event of a medical emergency and I can't be reached, I got a vet authorization. My vet authorization is kind of clear that they are responsible for payment unless I assume responsibility. Ok. And in the event of a natural disaster or anything that happens.

All right. And they're not home. There are so many of our clients that are not home, right? If I get to their house and the fire department comes by and says, hey, you have to leave neighbors house, the propane tank. Sleep is leaking and the owners at home. I'm assuming guardianship of the pet, so it's not safe for me. It's not safe for them. I'm taking their pets with me and to meet up later on.

And here is also where I would put. If you do any video or audio recording, make sure you put that here so that they are aware and that they are signing that they are aware. Anything that has a signature they get a copy of. Ok. My terms of service. All right, so this details under what circumstances of Pennis groom what my no show cancellation policy is what my minimum charges are, and anything else that I deem is important goes here, OK? And I also had a specific addendum for cat groomers.

Ok, and there was three lines and they had to say they had to sign. Ok, so? So it wasn't like a check off and a sign at the end each point there was a signature on it. All right? As cats are physiologically more sensitive to grooming, I will cease grooming when it becomes detrimental to the health of the cat. Minimum charges will apply regardless of completion of grooming and in the event of matting or coat removal I am not responsible for. The conditions, skin or injury due to the stripping process, again, three separate signatures. Alright, those are policies.

So on the workbook on page 37 you should list the policies that you should you want, and on that initial phone call with clients when I am asking questions about the behavior of the pet. First question I'm going to ask is, has their pet ever bit and anybody OK because remember now you're in a closed space and if the answer to that is yes, under what circumstances? If the answer to that is no, is this next question is have they ever bitten the groomer? Because you would be surprised at the number of people who seem to think getting bid as part of our job.

Ok, no it is not. Right, and they say no to that. Have they ever tried the body grammar? Because just because they didn't connect doesn't mean. That they won't in the future. All right. And then at one that point, because there's another question after that. Ok is to remind them that in as far as I know, every single State definitely wasn't Connecticut. They are responsible for the, for any medical expenses if they're pet bites me that's legal in the state of Connecticut.

So even if I ran that through my insurance, their insurance would go after them. I mean my insurance would go after them. And the last question I'm going to ask is there any part of the pet? They can't touch and what happens if they try to touch it? Alright, it's giving me a heads up about behavioral issues. So those are policies. After that, we go into procedures. Again, procedures are how you perform your business. These are your checklist, your receipts. And so the checklists that I have in here. Ok, and you should have, well, we get into the last module, it'll be on standard operating procedures. You should have a checklist for every everything you do.

Ok, So what I have here what to do in the pet in the event of a lost pet? Event of a death of the pet care and you go to notice on a lot of my checklist, the last thing on the list there is what is called the debriefing and what a debriefing is. Something happened. You need to understand why that happened and how to prevent that from happening again. Ok, so we have that. Then we have a motor vehicle accident, pet injuries. Bleeding injury checklist. I have other have a cleaning one and we're going to get into that when we get into sanitation.

But these are just some examples of the procedures of how you do your business, OK? So let's talk about pricing. Ok. You need to know what a first of all, what it cost to run your business. Ok. So again, going back to that IRS publication five thirty five, that's going to give you a list all, I mean, 65 pages of it of all the things you can deduct as far as the IRS is concerned.

So it's going to give you a really good feel for what it costs to run your business, right? And there's a couple things in there that you in addition to that you need to account for your business. Ok. That's also your emergencies, various funds you need to have. Ok, and what is also the cost of doing business is your taxes. One of your business accounts should be a tax account and that's if you're collecting sales tax. That money goes in there and then every month you need to put in that account. Your taxes that you need to pay on the federal and the state and the local level alright and that money doesn't get touched, that's your tax money, OK.

You also need to have an emergency fund. Now some of these funds not expecting you to like fill them up right out of the gate, but you need to designate certain amount of money that should be going into them every single week. And one of them is an emergency fund, right? They say you should have a years worth of expenses put to the side, which can be really difficult. To do, and that'll take you time to do it, but at the very least you need to have money put to the side to cover your business. If your business is totaled and you still have to make payments, OK, your vacation fund.

Because you need to have a vacation, we'll discuss that in the third module, which is on longevity. All right? An education fund. All right, figure out what it is going to cost you 2 do continuing education the average price of a trade show, give or take? It's around twenty five hundred bucks, depending on your travel expenses and how far you're traveling, OK? And an online positive Ed someone membership will run you twelve hundred dollars a month.

So for four grand a year you can have an online membership and. Go to a trade. Show that money needs to be put into an account every month to cover that. Ok. Capital improvements. There are things that are kind of expensive on a van. Ok when they have to be done, tires breaks. Ok. That could be a little pricey and you should have the money aside to do that so that when you look at your tires and they go, I need to replace my tires and you could pull the money out of your capital account to pay for that. Ok. Your retirement right. You're not gonna work until they like, cart your dead body out from your van.

You need to have a retirement fund. All right? Your accounting. Part of the reason that I pay, what I pay is I pay into Social Security for myself so that when I retire, while may not be much, there's Social Security people starting today. I'm not really 100 % certain you guys will have Social Security available for you. So there's four, oh, one ira, ross whatever. But that's a conversation you have. With somebody who knows that your bank will have generally somebody where that's their job.

All right. Your accountant can talk to you, your CPA can talk to you about setting up a retirement fund. And then you know what? There's your salary. You're not working for free, right? You have to make a living. All of those as part of your expenses. So you need and I'm just going to do it for math. For math purposes only, you're going to have to do your own. You're going to have to sit down and do this yourself.

Ok, so. I'm just gonna say I need my business needs to bring in a hundred thousand dollars over the course of the year and I'm going to work 50 weeks because I'm going to take two weeks vacation, all right? That means every week. I have to bring in 2000$ OK. That covers all my expenses. Ok. I'm pretty sure that's going to be more than that. But you know what? That's where we start now. I much prefer an hourly rate, and the reason I prefer an hourly rate is because it's fair to the owners of the pet and it's fair to you that you are compensated for your time. So back when I worked corporate, I had a reputation for being able to do all those hard to handle dogs, but they would only allow me to add.

A little bit extra for extra handling. I was not being compensated for my time. So when I went mobile and 2000 and two I went, I started off hourly because that was fair. If I was going to do those dogs I was going to take me an hour and a half and I needed to be compensated for the amount of time that I was going to. I was going to work OK. So this is how you figure out what your hourly rate is, and I had two hourly rates. I first hourly rate was for smaller dogs, all right? Like Shih tzus. That required a haircut, and the smaller like labs maybe smaller golden.

And then there was the other rate, all right. And that was for the larger dogs, the Harrier dogs. So that mean doodles. And for cats? Alright, so I had two rates so. Determine the rate for the lower amount and then add up for the higher amount, right? And this is where it's important that, again, you know your numbers, right? So I need to make 2000$ a week. And I'm going to groom 25 pets during that week. Ok, so that is 5 dogs a day, five days a week, correct? so.

2000 divided by twenty five that means my hourly rate is starting off at. 8080 dollars an hour. Ok. I could also do 6 pets four days a week. All right. So that's 83$ an hour. We round that up to 85 OK? You know your numbers, know how many pets you want to do. All right. So now if I have, let's just say now that's 85 that's 85$ an hour or so.

My higher rate will be 100$ an hour, OK, because I need to be more or maybe I want to do 20$ or maybe it's 105$ an, hour OK. Prices should be increased on a regular basis, so my prices would generally be increased every other year when I started. That's a mistake, all right. If I had to go back, one of the things that I would change. Is that I would do a price increase every single year? umm.

So anyway, all right, so that's where you would start, that's your hourly rate is. So I have a doodle that's going to take Me 2 and a half hours at a hundred dollars hundred and fifty dollars OK if i have. 2 little Shih tzus. Ok, and one is really easy and it's a nice boy. Ok, so that's 85$ an hour. Ok, but. His brother is a vicious beast. All right, so that's 85 plus another 40. So he's like 125$ All right. I'm being compensated for my time, alright.

So that's the point I want to make with being hourly. It's fair to you. It's fair to your clients. So why should a client who has a well behaved pet pay the same amount as a for another pet that doesn't come in as often and is hard for me to handle? Any questions on pricing? Going into routing and scheduling I did this PowerPoint on Canva so. Talk about routing and scheduling. Let me just check this page. All right. So let's talk about locations. Oh, we got a question. Hold on. Yes, hourly for the win. Hourly is great, all right. So when you're doing your scheduling and your routing all right, you first need to decide where it is you actually want to work.

Ok? So when I was in Connecticut, I was in Upper Fairfield County. Lower Fairfield County was where all the big bucks were. I mean, the big bucks and I'm going to charge way more going down to lower Fairfield County. But you know what? I didn't want to deal with going down there. I didn't want to deal with the entitlement that was going on. I didn't want to deal with that was my choice, OK? I much preferred working closer to home. Which worked out way better for me because I can if my husband was working overtime.

I was able then to stop home, walk the dogs and continue on my day because I was local. But it also meant that I couldn't charge the prices that I could charge if I was in Lower Fairfield County. All right? So there's that. What also the market can bear? Right and don't think, oh, I can't charge these prices because when I went mobile I literally doubled the price of grooming. We're many pets in the area, all right, so yes, it can be done.

Always think about. That percentage of people that you need. Ok. So the difference would have been like, for example, let's just say 100$ for the larger pets. My rate might have been 150 then for the larger pets, at the same time, if I was down further south so I probably could have charged 50 % more than what I charge there. So that would have been, you know, what, less dogs and less people to deal with. But you know, again, personal choice there. All right. So know what your locations are, know what you're willing to travel.

Alright, probably one of the early mistakes that I made was having too wide of an area. Ok. Ashley, her rude is a total 20 minutes from one end to the other. She goes out to her furthest and works her way back to base. All right. And that is one of the options. And depending on my day, that's exactly what I do. The thing is lovely about mobile is that you can do this. Ok. All right.

So sometimes it may require you to get some pen and paper and the schedule. All right. So back in the day when we used to have map books, I mean, there are. Look OK, put a little pin in, draw a circle around your radius, and that's where I was going to work. All right, you have to so. My radius. When I first started again, the mistake Radius was about 30 miles. All right. I then got that down to 20 and I finished up with a 10 mile radius.

Ok, because you waste a lot of gas going 30 miles out. All right. But I started that, you know, I had a day's worth of thought. It was worth it. But you know what? 30 miles can be an hour of driving just to get to where you're going and then another hour driving back, probably in rush hour traffic. So pick a reasonable area and I will not a rural area ish.

So Danbury was a small city and the surrounding towns were smaller and a lot of it was farmland. So is Little Mix of both hey. So you can pick location via how much, how much time it takes you to get there or bile radius. So I have a friend who is in Harrison, new york. And very congested area and her radius was five miles because a much more congested area. Ok. So you have to look at an area that can support you in the manner you wish to be supported and so that that's your location.

Ok, neighborhoods, I would you will find that once you get one neighbor, you're going to get a lot of neighbors. You know what? And all of those neighbors had to be on the same schedule. It is wonderful to pull into one block and have five houses 1-2-3-4-5 and you're done. Ok. So the neighborhoods are good or is one way to do it. And when I was in specific areas that had to be on specific intervals, right? The way I scheduled and the apps, any of the apps make it so easy to do it today.

So not only the grummore and the Mogo, there's a lot of apps out there and I will tell you before you get an app. Take the free period of time. Check it out, make sure this is what it is you want, and read the fine print. I know of at least one scheduling app, one software app that is out there. That if you do not. Cancel within time frame you are charged for the full year. Ok, read those contracts. All right. So there are 55 plus communities. Double income families, it's one less thing.

So you want to look for where you are, a convenience for them, right? So where I was located, there was a lot of the double income families. They weren't home and it was really great to come home to like a clean pet. They would leave the check on the counter and we get into extras. I did do a little retail on one point to have the bag of food on the counter, a clean dog, and it was like 1 less thing that they had to do. All right. And then there's the intervals you need to plan.

So there's no overlap. All right? So which is why two and four weeks are pets are way better than adding that six week and then much better than adding anything else, because then there's going to be overlap. So you're going to have to sit and plan that out, that your priority is always people who make you the most money, and that'll be your two weekers.

And then you're 4 weekers and then if you take on 6 weekers. Ok. Because it could all literally converge in one week. Ok, so and this is how I would basically handle this. They would get. So when I finished up at a client, rather than giving them their next appointment, right, I would tell them, well, I will be back in four weeks. The way I would schedule is then in my appointment book I would move them over and I had a little list of everybody that was going to be that was due in for that particular week. Ok, so about two weeks before they would get a text from me, hey, I'm scheduling the week.

What can't you do right now? First I would look at it if there was like an outlier there for some reason. I'm in town, a B and C. For the most part of the week I have one person in town D, but however the following week. There was a bunch of people in town. Did that person would get moved over to the following week because it made more sense for me to not be all over the place? ok umm.

And then I would schedule it and then I would route to my convenience so they wouldn't get their day and time to about 2 weeks before the appointment. And when I found that I was doing that made sense for me because I was so many doctors appointments for my husband and my father that I could then work around those appointments and not have to worry about rescheduling people because now I got another doctor's appointment, now I have to reschedule people. So put all stop. Is that it also put a stop to a lot of the last minute cancellations because, oh, they forgot doctor's appointment? Because when I'm scheduling something out, the two weekers is not an issue.

You're four and you're 6 weekers, OK? I had little far less last minute cancellations when they got their appointment two weeks ahead of time. Ok. You can schedule out the whole year. I personally prefer not to do that because i wanted flexibility in my schedule. For me, flexibility was really important. So by only scheduling, I mean theoretically, I was scheduled out the whole year. They just didn't get their appointments about two weeks prior, OK? It gave me a lot of flexibility to take that weekend trip to do something I wanted to do and not have to worry about. Rescheduling, right? So you can during the course of the day. I mean, Ashley likes going to the furthest part artwork on her way home.

That's great way. Many times I would do that, OK. If I knew I needed to be home mid-day I would schedule more locally. So I would start here, work my way home and go out this way or finish more around this area. So look at your personal life. There's like no hard and fast rules as far as where to groom, what your intervals are. It's just what makes sense for you and your lifestyle. And you know what? And that can change, because my first started my first appointment of the day was 8:00 in the morning. And then that moved to eight we.

Got to nine nine. Nine i went right to 10. All right. So towards the end, my day didn't start at 10:00 in the morning because that was what my preference. However, I did work weekends. So for those people and I like to be home before dark. That was another issue. All right. So I wanted to start at 10 and I wanted to be home before dark. In the summer time, that's not an issue. In the winter. That was more of an issue when the days got shorter, right? So I'm going to tell you your schedule is. For you to decide. What works best for you and you don't have to work weekends? I know many of mobile groomer who does not work weekends and they never have OK work.

What is best for you? What's going to make your life easier? Are apps. Ten start time is chef 's kiss. Yes Oops, let me go back. I was wonderful. I was getting up nice and easy in the morning and not rushing and being home before dark. In fact, in the winter time, that meant my last appointment was actually at 2:00 but then I might go instead of working. Three days a week I might work.

Four days a week, I might even go to five days a week just so that I could do those couple of dogs and then be home before dark. Because again, personally, that was important for me, OK? The apps today are wonderful all right, and I do recommend. Taking advantage of what they have to offer, they can send out all your paperwork so you have all your signed paperwork before you even get started. They can take payment.

They can send out reminders set to your schedule OK. I mean, they have come a long way from when I first started. All right? I'm was always. No, here's the thing. When the apps actually got a little bit better and I was using them, they were my backup, OK. I learned, and I did on the Planner app, the planner, the physical planners. All right, so I always had that with me. And then the event had I couldn't find my planner.

Where, you know what, then I would go to the app and pull down pull down the schedule. If this should also be the reverse, if you use the planner at the beginning of each week, you ought to print out your schedule. The reason for that is. Apps are technology. They can go down, in fact a couple of years ago. One of the major servers for these app companies all went down. It was down for a couple of days and in that couple of days nobody knew who was coming in.

Ok. They couldn't contact, they didn't know what the schedule was, they couldn't contact and say hey. I don't know where I'm supposed to be because I don't have my schedule print them out umm. So Ashley says those reminders being sent are so good for the neurodivergent people with executive dysfunction. She has them set at seven days and then the day before. Print them out too. On top of it, I just really cannot overemphasize. By printing them out, we'll have a copy of it. You will also have that when I was talking about with security, somebody knows where you're at. Ok. I would just leave my schedule on the kitchen table every given day, right? So if that came to pass, my husband would know where I was.

And if you don't have a significant other, then just somebody that you trust. Hey, I'm sending you my schedule for the day, OK? All right. Extra services and retail, OK. And yes, I did retail when I was mobile for a while, right? I had an extra freezer and I did raw food. My food, my dogs were fed raw. So my rule of thumb was this. I will not help you buy crappy food. If you want really good food, then I will help you do that. And food would be delivered the day of the grooming. All right? And so this is where also now scheduling plate into part.

So if I had a client that I was buying raw food for, they were the first client of the day and schedule was then scheduled around that, right? Because they needed to get, I needed to get their raw food in their freezer. All right. So there's different ways you can do this. Alright, so I have had a friend of mine. Create a catalog from where she purchased from OK, it was a prison catalog and she would put it on counter. For clients, OK, so they had something nice to flip through and see what it is, she offered.

You could do a digital catalog. Provide a link to it, right? You could do a sample trunk. I had another friend who what she did was toys and treats. So she would have the trunk filled with toys. And treats and they can purchase right then and there. Probably one of the best things someone else ever did, and I'm like, that was like, genius, is that you made-up receipts all right? And the receipts listed. All the extra services she did and how much they were OK, so client would get the receipt back and it was bath and haircut and then everything else listed that she didn't get.

It was such a passive way of letting people know she offered these services. So she had blueberry facials. Her best seller was collar washing and basically what she would do and this is years ago. I'm not sure the price has increased since then, but she charged 5$ and she would simply leave the collar on the pet while she was washing the pet. So the collar would get washed and then she would tell it off and she was like, call the washing umm.

Collar returned damp. So it wasn't put in the dryer or anything, so she would then just wrap it up in a towel and dry it as much as possible. Or she'd leave it on the pet while she was drying the dog and then used the high velocity dryer to dry it as best she could. Ok. But she made so many sales because then they knew what the extra services were, how much they cost. And what they were. So examples of services would be like spa services, skin treatments, which can then go be a specialty.

So you're going back to pricing and you're niching out on what it is that you're offering. You can charge more for that. So any questions on the back end? Ok. Wait a SEC and just a reminder if anybody does have questions and they are watching the. On the recordings you can text me questions, you can ask me questions in the face, the private Facebook group, you can message me on Facebook. Those are all very quick way waste for me to answer a question. And if we don't have any questions, we are going to take a half hour break.

So we're going to take a little lunch break. All right. And we're going to come back with longevity and that's what we're going to cover, vehicle maintenance, equipment maintenance, sanitation and you. So see everybody at the top of the hour.