Keep It Going

OK. Technologies, technology, what can I say? All right, so I'm just simply using a different microphone, all right. So on the workbook, you're on page 55 OK. So this is the last module on basically keeping it going. Ok. So again, those are all the ways you get ahold of me. This is always the best way to do it. And so. Hold on a second to get rid of that box. What are we looking to accomplish in this session right? A healthy business is one that succeeds.

Knowing how to quickly spot problems is crucial to a business's survival, so we're going to discuss how to monitor your business right so what we're going to cover today is, and in this session is a business plan on a standard operating manual, an emergency and disaster planning and then we'll get into marketing, OK. So let's start off with your business plan. Alright, so. Why is the business so important? Ok, it's because it's the actual health of your business, all right? You'll know exactly what's going on with it. You know where you're making money.

You know where you're losing money. You know where you're wasting money, right? If you want to go for loans, you need a business plan. And if you decide to sell your business, you're going to need a business plan. All right? So some of the elements of a business plan. And the first one is a. It's called a SWAT analysis, all right. What is swap analysis is that it's a very simple exercise and it should be done at least once a year. You think a sheet of paper, you going to fold it in quarters and you're going to put SWAT strength, W weaknesses, opportunities and threats. So what are your strengths, your strength is what you're really good at.

Ok. So that can be, might be customer service, might be specific breeds. It might be you are very detail oriented my that you're very organized. Whatever your strengths are, this is not a place to be shy. Write down what your strengths are. The next column is weaknesses. Weaknesses are what either you're not good at right, or you don't want to do OK. Alright, so for me, my weaknesses has always been organization. It is a skill. I've had to learn it, I've had to practice it, I've had to keep up on it, right? Because what happens if I am not organized? Just everything falls apart all right? Weaknesses that are not addressed.

Can move down to the threat column correct so. I know what I'm not good at and I don't want to do. So one of the things I don't want to do and what I am not good at is my taxes. Don't want to do that, OK? I don't want to learn how to do that. Hire someone to do that. So if you're not good at something. You don't want to learn it. You hire out and into consideration. Is it worth it for you to learn how to do it? You don't have to be good at everything.

You don't. Ok? I had a cleaner hired a cleaner to clean my van. Deep clean. Once a week was my husband's best 50 bucks a week I've ever spent, right? Because he's detailed oriented. I'm not detailed oriented. I'm big picture, right? So I need someone to fill in all the little details for me. My husband does that. He made that, but that quality of him being detailed oriented makes it awesome for him as a cleaner for that band was sparkling at the end of the week and I didn't have to do it.

Ok. There's ways you can make this part of it little easier for you. Ok, you can go to sba. Dot gov or score dot org and put business plans in the search bar and they'll come up and basically it's plug and play right the one on the sba. Dot gov site, that is one that is accepted by banks. It's a little bit more detailed, but again, it's still plug and play. Ok, so I'm going to go over with some of the elements of a business plan are and this is in your workbook, OK so. First page here. This is your business plan. The first starts off, what is your mission? Why are you doing this? All right, what's the point? Right your mission should be a combination of a mission, vision.

So a mission is what you do. Vision is how you how you deliver it. Ok, so for example, and this, you know, and this can change all the time. So something might be, you know, I provide i offer let's see. I offer professional pet grooming services. To maybe two. It's specific. Maybe you want to be Catholic. To cat owners who are looking for a quiet, calm, relaxing environment in which to groom their cats in. Ok, play around with it. Alright, but that should be your mission and whatever it is that you do, you should always come back to it. So it doesn't matter if you have a question about your business and what it is you should you shouldn't.

Do you go back to your mission statement? Is it in line with my mission statement? If it's not in alignment with my mission statement, then either I not do it or maybe my mission statement needs to be updated. Alright, so on this one sheet here. It also after your mission statement, it has your business goals, what it is that you are looking to do with your business and that could be financial and that can be. A lot of times it's financial, but it could also be something personal in here, all right? That your business is looking for you to do personally.

What is your income projection for this given here? This should be done every year by the way, so this one here would be would start maybe 2023 The cost projections, that is what it cost for you to operate your business over the course of the year and your personal growth, what is your business doing for you personal, right. So that's one sheet. All right. Then there is a core concept, right? And that is what products do you offer. So for mobile groomers that might be bath, grooming, nail cutting, do you do offer retail, whatever it is that you offer? Ok. Who are the people who use your services, OK? That would be pet owners. Ok cat owners, dog owners.

Standard poodle owners. Where were you were specifically targeting and then how is it you plan to reach your clients and we'll get into marketing shortly? Ok. The next page is all the products you're offering what you're charging for them? And a brief description is like two three. Sentences so for example, product one might be a bath, all right? And it might be categorized bath a, bath B. So Bath A is 85$ This is for pets under a bath blowout, nails, ears on, pets under fifty pounds.

Bathing bee, maybe 2025 an hour and then under what circumstance you wanted to describe everything that you that you that you offer and sell, what is the price and what is the description for it. So being as I had to price points, there was always two options here, OK. If you have any products or services that do you have any add-on services, what is the add-on service, how much of the cost and what the description is so you want to complete list? Of this. And then income and expenses, if you don't want to make several copies of this particular page, OK, so this one would have each. This is for the month of.

Week, the income and then your expenses. These are just examples of it. You can have software like QuickBooks. I don't like QuickBooks. I just had a hard time with the learning curve on that one. But there's accounting software that's out there and some of that is also included in some of the other softwares that has to do with grooming. So find something that works for you.

Business plan is important, right? So not only should you do this. You should have a hard copy of it in your business plan. Goes into your standard operating procedures manual on top of it. So let's finish up with this, right? So it has to have income and expenses. What is your any marketing that you're planning on doing? All right. What is that here? And then what? Your business goals are all right. How business gold isn't just finances all right, and it can be but it could all this other aspects to what business goals are, right? So for three months and three months I want to have 10 new cat clients and four new dog clients and then in six months I want this.

In nine months I want to be working four days a week, whatever your goals are over the course of the year, plan that out and give that some thought. See if you're on track. So after six months and you take a look at your goals, haven't reached those goals. Why haven't I reached those goals? If I've exceeded those goals, that's great. Maybe I need more let's see where I want to use. Better goals? So that is the bare minimum. Of a business plan, right? A huge believer in templates.

So whatever it is how you decide to do it, create a template for it. Because when you do this next year, you just want to plug and play, you just need to change a couple of things and now you're ready to rock and roll. So, standard operating manual. All right, this is basically the Bible of your business. This is everything, all right? And why this is really important, OK? Send an operating manual. And again, this is a several hour course in itself, so I'm going to be brief here, all right? Just tell you what needs to be in it, right? It's important because something happens to you who can take over your business.

For a week? For a month. For a day for you to go on vacation if you have employees. Standard operating, it also lends. If you want to get a loan on your business, it's going to add value to that business plan that you just did. All right? If you go to sell your business, it's going to add value to what you can get for your business. So a standard operating procedure manual, this is how things are done. It is everything that you do. Alright, I'm going to tell you do a table of contents on this.

Ok, because this is a huge document. In fact, the standard operating procedure manual class that I teach that workbook is 200 pages long. So what are the elements of a standard operating procedure? All right, it details from the minute you open up the door to the minute you call it a day. What are your accounting procedures? All right? What are the step by step instructions that it is to run your business? For example. All right. You have a procedure for bathing, So what is that? All right. It's not about bathe dog. That's great that that's a heading.

What entails bathing the dog? All right. Do you start off with years and nails for us or do you wait to actually after the bath what? What is it? What are you do things OK? How do you determine what champion conditioner to use in this particular pet, right? What determines if the pet needs more than one bath? These are all steps, right? And So what I'm going to tell you to do when you go home, all right? You go home, you guys are at home is to print out.

Spend the day and just start off with the tasks that you do. Every single task, just write the name of the task down all right? And then after that. Start detailing each of those tasks. What when I came home? So my checklist. Then when I came home was I would park the vehicle. I would empty the water. The grey water I would. I would open up the valve for that. Ok. I would plug it in. I would bring the towels in, put the towels to wash, would start to clean the van. By the time I finished cleaning, the van towels would be done. I put the towels back into the van, all right? After it's fully cleaned, then I'm going to fill it up with water.

Then I'm going to take whatever paperwork I had for the day and fill out the paperwork. Then I would do the finances with it. And then how did I do that? Do I did I write it in a Ledger right? Yeah, I do daily deposits, I do weekly deposits. All of these are the very details of what it takes to run your business and you need to be familiar with what it is you do and that is what a standard operating manual is.

Ok. There's things you can make your life a little easier to do this OK? I have a drive folder and as I complete every aspect of this, it goes into that specific drive folder. In fact, I wonder if I can get that up for you a second. Let me see if I can find it. Scape, hold on. Is this manual business manual template? Nope you know what? In fact, I'm going to do it 1 better. I'm going to go to camp. I'm going to pull up the standard operating manual. Let's do that instead looks. There we go. Let's do that. It seems to load. Ok. This is part one, right? I actually have three parts to my standard operating manual because in Canberra it only allows you up to 100 pages, right? So here's the table of contents that I was talking about.

All right, so we start off with our business description. Alright, any important business information? My passwords and logins where critical items are? And here's the thing I'm going to tell you. Keep a spare key to your van in your pockets. Right, because there is nothing like locking yourself out for the very first time and not being able to get into a running vehicle and I've done that spare key in your pocket, OK? It has my professional contacts in here. These are the my service people. These are my mechanic, my banker, my lawyer, my accountant. Any people I buy from. Ok, yes, my SWAT analysis here is a thing of a business plan.

That's in here. This is quite extensive. So it has my business plan. I do that quarterly, then there's my marketing plan in here. You're seeing how detailed this is. Ok. And then there are sales, meaning everything that I sell, I'll have a lot of. This could be a little bit redundant. I have my financial contacts, so financial would be like my banker, my accountant, my bookkeeper. Ok, how I accept payments. Filling orders, creating invoices, these again, the step by steps, everything it takes to run my business.

My vendor information. Can the vendor contacts my inventory? Scripts, right? Especially if you're not good with customer service, writing out scripts is going to help you get past that alright. So then I have my policies and procedures maintenance OK. That's in the part one. I'm not going to bother Part 3 because that's employee but right. And I have a maintenance schedule for every month of the year. So January, February, March all the way through to December, what needs to be done, what needs to be done. So this is just a template that I love about templates. Everything then again becomes plug in place so when I sit down and do 2023 I just have to fill this out, download it and then upload it to my drive folder and print out a copy for myself.

And my safety protocols. And we'll get into emergency disasters momentarily. So how I start my day, how I end my day? In fact what I may do is I may give you access to this just to the manual, the template. So I'll just write a little note to myself. So I am going to add this to the website the template. It's going to be in three parts because it is A3 parter so that you can fill this out yourself. But I don't need to see this in order to get your certificate. This is for your own. Your own. Your own use.

Ok, so all copies of all my policies and procedures will go here. There's a business plan up in here, so a sample one. And then my emergency disaster, which I'm going to just fly through because I'm going to cover that in a minute and I'm going to cover that here. I think I have the same forms up in here, so let's do that right so there. Any questions about a standard operating manual? Because I'm going to go right into from here. Wouldn't see and disaster planning. Ok. Alright, yes, we're not a physical location, right.

However, we are still should be a good a good exercise to be prepared for any given emergency disaster. Ok, so flooding, earthquakes, landslides. So all of this information that I am presenting here is from Fema's website. This is what they have put together to make this a little bit. Easier for you on how to do it right. The first one here is a is a checklist of the things you need to do if it's an emergency.

If it's a declared emergency, you are could be eligible for low interest loans for grants for help, but you need to do things you're dealing with the government in the manner in which they want it done. Ok? So this is the disasters virus checklist. Ok. You need to know what your area, but there's a problem with. Ok, like, I live here in Washington, so this is my natural disasters, all right? Earthquakes, tsunami, landslide. Those are the three big ones for this particular area, all right? Not tornadoes, not hurricanes. And there are, we don't have any nuclear power plants as far as I know, around here. Ok. So there's different ways you prepare for any of them and it doesn't matter.

That you are in, you still a business and you may be out of business for quite some time because of a disaster right now, my home. Has flood. And earthquake insurance. But not on my business. It's not part of my business policy, OK? I don't need that because I can work anywhere. I don't have a physical location. This is something that you're going to want to discuss with your insurance agent on whether or not this is something that is available to you and in so in what matter? Because it's not like trying to put in a claim and realizing you don't have insurance for it.

I have a friend who Hurricane Ida went through her house, and because she was in a flood zone, flood insurance was too expensive. So she didn't have it so therefore. The damage to her house was on her. All right. Flooding can absolutely damage your vehicle. Wildfires in California can burn down a vehicle. So you need to know what is, what's the problem in your area and if you decide to have employees down the line.

Depending on your number of employees and your locale, you may be required to have a written insurance plan. I've written disaster and emergency plan. All right, so you have the checklist there. All right. So the next one is part of what is called the setting up an emergency response plans. I'm just going to go over a little bit of what they are, OK? So the. Fire Protection systems. All right. So in our Vance, all right. We should have a smoke detectors, carbon monoxide detectors as well as a fire extinguisher. Ok. Where are they located? right. And if there is any.

There should be a time that you check them. All right, so for the alarms they're going to require batteries. They when do you check the batteries on it? If it's a fire extinguisher, they don't last forever, so watch the charge one. And here's the thing with a fire extinguisher. I am going to tell you, make sure it is secured in place because in a mobile van everything vibrates. Ok, including a fire extinguisher that may not be attached. Firmly to the vehicle. When that sprays, that makes a mess. Ok. The next page is emergency contacts, right? Who are they and how do you contact them? What is the notification system in your area? Like for here we have Earth, we have tsunami alarms.

We don't have earthquake alarms. We have tsunami alarms. Do you know what they sound like? All right umm. And so these are the people who you would contact or would help you in any given emergency. This is not you, these are not your employees. This is outside people. This is your fire department and your hospitals, public works, that sort of thing. Ok. Next page is basically knowing they have examples of different types of emergencies.

All right, what are the threats right? So they have it listed for natural and then human caused. A human is would be something accidental and something intentional. Intentional would be the robbery. All right? Bomb threats, terrorism. Accidental is something that's like. Beyond your control, all right. There was a bank when I lived in Connecticut, and it was just a strip mall. Nothing special about it, but they had to be right, a barrier in front of the lobby of this particular bank because once a year someone was driving through the lobby.

Ok, that's. Human cause it's not intentional, it's accidental. But they had to evacuate and it had to be a plant. So you need to know what those problems are and that's that right medical emergency plan, OK. No CPR. Human and animals. Ok, who's first aid trained? Where are the locations of all of these items? right. If you have to do a lockdown, right? Meaning the police are driving around, telling people to go indoors and staying put, that's a lockdown.

How do you handle a lockdown, right? Do you lock up your vehicle? Going to the person's house? Do you lock down your van? Right that's a decision. All right. And then there is sheltering in place. Followed by evacuation. Alright, so an examples of sheltering in place would be, you know, a lockdown situation or if you're in an area that has tornadoes. What's the procedure for that? Again, you go in, the person says.

I would not be in my van during a tornado. Alright, but being familiar with what it is you need to do, what it helps with is what's called the three acts of fight flight or Freeze syndrome. In which case you don't know what to do, so your body simply reacts to the situation, so you stand there and do nothing. You try to leave your flight, we try to fight it through, all right? I'm not doing anything you tell me to do, OK? It takes that away.

So being planned and knowing what to do in the event that this happens all right makes that go a little bit easier, right? As page for emergency. We're contacting employees. What are the emergency contact for employees? Ok? How do you plan on continuing your business? So it's got a business continuity plan that has to do with communication, cyber security on your backing up? Your records. What a shelter in place looks like, what an evacuation plan looks like.

One of the things we have it easier than a shop is that we just our evacuations is just what we have right there. So it's just the pets in our care. That's it. So it's one two, maybe 3 pets at most. We're not dealing with an entire shop full of pets and that is where the waiver for the guardianship came in place. Because of those owners are not home and I have to evacuate.

I'm taking those pets with me. I am assuming guardianship. The owners have acknowledged that. Ok. How do you plan to stay in business? Next form. Ok. And that form just continues. With this all of this, you need to spend some time going along here. There we go. Fire emergency plan. I'm going through the work. We're going to have this stuff right here, OK? Ok, I see employee contact. Ok, these forms here are all about how you plan to stay in business. Ok.

Ok, so we can catch that. So the next form here. Is a resource form OK? If you have people doing specific jobs. For your business, who's doing them? and insurance this is the insurance form. Talk to your insurance agent. Know what you're covered in the event of an of a natural disaster, whether it's natural or human. Ok. That's it there. Do we have any questions? An emergency, disaster or a business plan. Like I said, I will put this. Template off onto the web page so again you can plug and play and fill it out at your leisure, right? Alright, let's stop this share.

And hold on. Share screen. And here we go. Ok. I will cover this. Ok, couple things here I want to talk about training there's something called Cert training, community Emergency response training. It's a program that's offered free in communities. They offer them from time to time. It is a, I believe a 20 hour program and they will break it up. But it's probably one of the best free trainings you can ever take. If it is offered in your area, I highly recommend that you take the time to do that.

Ok. Let's go talk about marketing, all right? This is not the Field of Dreams, all right? One of the best things we have for marketing going for us is the fact that we are driving around a mobile billboard. Ok, so your van. All right, should have the name of your business and how you want to be contacted. Right, so. Clear large prints for your phone number, OK? And if you have a website on it. I am going to tell you make the website easy to spell. Ok. Might be really nice to have this really fun name up there, especially if it's a pun, but for people, remember how to spell it looking for your website, so take that into consideration, right? Keep in mind, people more likely to use your services sometimes tend to be older and they have to be able to read it right.

Stay away from script. Script is really hard to read. All right, so print. The name of your business. Print the phone number large. Large on the van so people can get the number. At some point you're going to say this is nonsense and you're going to take off all of your advertising because you want people to stop calling you. Ok, this is not the Field of Dreams. People are not going to come just because you open up your doors, right? One of the things I had going through back in 2002 was there was like, not any mobile groomers around.

I was a novelty. There are a lot of mobile groomers out today, all right, so it's not a novelty anymore. It's just simply a different way of getting their pet groomed. So your graphics on your van should be indicative of what it is you want to do. Don't put a standard poodle there in this awesome trim. That's not the client you want. Alright, if you like the goldens and the shepherds and the labs, that should be on your logo, OK. And make sure you're attracting the right people, OK? The people you want. So in the workbook for this class. Ok. I've got some Forbes in there for you. All right. So when you're starting off with what's called a comparative analysis, right, and that is where you are looking at your competitors and what are they doing? What is their price point? What are they offering? Ok.

Do they have a Facebook page? Do they have an Instagram page? Are they on Tik tok? All right, so see what your local wants and compare them. See what is working for them to see if what we'll safety will work for you. All right, look to see what they are attracting. Ok. Are they a creative groomer and they have all these awesome pictures of? Create a grooms, but that's not what you do then necessarily what they're doing may not apply to you because they're going for a different market.

So you want to look at least 4 competitors in your area, right? And I'm sure you could find, if not for mobile groomers, at least one or two other mobile groomers, and still compare yourself to a shop. You have lots of options when it comes to how you market and where you. Put your services out there, OK? There's social media. Right, that's Facebook, Instagram, Twitter, Tik tok and i'm sure i'm missing a couple. Right there is in person marketing. That is people that are like your vets, your pet sitters like. Competitive in the same field but not the same thing. Ok, it could also be groomers who are for mobile. It would be shock.

Groomers would be not necessarily competitors of yours, but something that you can go back and forth. With like for example, I had shops where they would send me their old dogs and I would send them their breed cuts OK. Where was that? So there's the pet sitters, the vets, pet stores. There's also using other peoples email lists right? Pet stores and vets tend to have email lists and an offer to write an article or a how to or something on grooming that they could put in there. Golf courses are another one that have newsletters that go out and they're always looking for things.

So look around your area. Homeowners associations, especially the 55 and older. Associations tend to be a little bit better organized. We have people who have more time on their hands. Ok, newsletters go out, right? So take a look at just not just your van and not just social media, but in your community and which you can be a presence. I've a friend whose husband was in the military and so she would move around the quite a bit and she would she would always do when she was looking for a new church.

She would go to every church on a Sunday, once one church a week. And take her mobile grooming van and sit in on service and see if this was the place for her. But what happens is that when there are smaller communities, right, they tend to look at who's part of that community, right? So I thought that was brilliant of her, so she made the round through all of the churches. And she got a lot of clients. I had another client who would take her mobile grooming van to pick up her kids from school. All right? So all the moms saw that when they she went to ball games with her kids, she took her mobile grooming ban.

Everybody saw that. Ok, so I had two clients move a little out of my area into a 55 plus community. It was a little out of my way and I did not want to go there, but these dogs were old. They both agreed to be on the same day so I went out to finish up. Their grooming. However, I needed to be out of there before 10:00 in the morning because if I was not out of there at 10:00 in the morning, then everybody was out and about and then I'm getting people knocking on my van door and having people calling.

I wanted to be out before 10:00 so even though I really didn't want to start at this point to 10:00 in the i, was there at eight o'clock in the morning getting both of those dogs done and out and do not give my phone number out once later on in the years when. I took all of that stuff off of my van and have less of a problem, but the point being right, look at your community.

Look at the small niche communities like the communities within the communities, all right? And make your van visible to them, all right? You have to have a social media plan, all right? So you just can't really nearly go well. I'll be on Instagram and Tick Tock and Facebook and then not know what you're doing with that. Ok? Here's the thing I'm going to caution. You about Facebook pages. Stop asking your fellow groomers across the country to like your page because this is the way it works. The last people who like your page, those are the ones that get to see what you're posting now. Do you want the people in your area where you live to see your post on your business page? Or do you want groom or halfway across the country, see your page? All right, stop doing it messes up the algorithm and it dilutes your message, right? My Facebook business page, before I retired, had three hundred three hundred likes on it.

That's all I needed. They were just my local people and their friends. That's it. That's all I want to see, all right? In Connecticut. Why do I want a groomer in Texas? Looking at my page makes no sense. So don't ask groomers to like your page. You can ask local friends to like your page because they're local to you right. And that is the same with Instagram and Tik tok all right you want local people to like what you're doing right there has to be a plan to it so there has to be consistency with it right so I would tell you pick one that you want to do.

All right. And start there and then add in any other sites. What's nice about Facebook and Instagram is that you can cross both, so you can post to one and set it up so it post to the other. So that takes off a little bit of work. There are people who will help you with devise a marketing plan to at least get you started and for anyone that wants a recommendation on that and let me know. There's at least two people that I know in our industry who are doing this. Ok. There is also a press release. Press releases are great right now. A press release is not an ad for your business.

Press release is to the point. All right. It's the grand opening of Bob's mobile grooming service, all right? We specialize in cats and elderly dogs, all right? pictures. If the van if you grooming a pet. Alright, and like I said, just to the point, it's not an ad. This is what a press release has value in it. He sent a press release. It goes to the business department is always looking for feel good stories that they could highlight somebody local and that is the value of a press release, OK? I have had over the course of the years, just in Danbury alone, I've had four articles done on my businesses.

Ok, full complete, full page articles. You cannot put a dollar amount on that type of marketing. So get those press releases out when you're ready, when you have your vehicle, when you can, when they ask, can they ride along with you and you say absolutely. Ok. And marketing is a business expense. Ok. So either you're going to hire somebody to help you get started, hire somebody to do this, OK? If you're going to do it yourself and you're gonna create the images, what do you need in order to do that? Like I have camera so I have the paid version of Cam because I have way more options with it.

That's a marketing expense. Ok if I hire somebody to do some posting for me. At the marketing expense, I have a virtual assistant and her job is to post. So my business pages. And a couple of my groups. Here to do that because I don't have the time. So with all of that is marketing. If you decide to do ads, this is going to be my recommendation. The algorithms for ads change all the time. Your best bet if you want to have an effective ad is to pay someone to do it for you the first time, and then you can mimic it afterwards. Ok, be real careful about indicating end dates on those ads, because if not.

All of a sudden, there's going to be a 300$ bill on your credit card. Because the air is still going. Ok. And finish up. There's a couple extra. Forms I put in the workbooks, I'm just going to go over real quick what they are. Ok. Yeah, no respect. I have. 2 checklist. Pet First aid kit checklist and a toolkit. All right. You should have a toolkit in your first aid kit. I mean, in your van.

Your toolkit, at the bare minimum, should contain the following emergency blinking lights. All right? So things that you put outside the van, like the shape, like the little orange triangles, and they blink. Ok, a flashlight. Duct tape, plumbing tape and electrical tape. Ok, a portable drill with a big kit. One of those pocket Multitools. That's the one fact I got mine over here. That's one of these things. There's all sorts of tools on the side. Ok. And multi bit screwdriver, that's the screwdriver that has all the heads in it and a multi universal wrench. All right, minimum that should be in your toolkit.

In your first aid kits. All right, there's a couple of things I want to make mention of, especially if you grew cats and rabbits, because there's a lot of things are very safe for dogs and they are not safe for cats, right? I prefer veterans in wound rinse over the chlorhexadine wound rinses. Did you find in the supermarket? Yes, it's more expensive but it's safe for all animals. The problem with the Chlorhexidine rinses, you have to watch what it is stabilized with.

If there is citric acid in it, you can't use that on cats. The other issue is antibiotic cream, right? What I actually like now is keratin makes a round clay, so instead of an antibiotic cream which is safe for all pets. But if you use an antibiotic cream and you groom cats you cannot use, the triple antibiotic has to be the single ingredient. And that's because while it's a rare allergy, in fact it's a very rare allergy. But if a cat is allergic to the combination of the three ingredients of triple antibiotic, it's fatal.

Ok. Please don't put sugar in your first aid kits. A black tea bag. It's much better. It's anticoagulant. And black tea contains tannins and you don't have to worry about putting a diabetic pet into ketone acidosis, OK? Whatever you put in your kit for a first aid kit, I do recommend taking a first aid class. Know how to use the products in there. Ok. So do we have any questions? Right, and I do appreciate going through the beta version of this.

So everybody will have access to these recordings for some time. All right. Six months passed when i offer this again and I won't be offering this again probably until at least January. So I would imagine that you will have at least a year to watch the recordings on this. Ok. If you want the work, if you want the certificate, honey, I need the workbook back, OK? In the 1st and in the third session. There's instructions on how to get that workbook to me again if you're going to groom Expo.

Which is in a couple of weeks. I will be there. And you can hand me the workbook, I will give you the certificate, so I'll be up for a couple more minutes for questions. If not, you all know how to reach me for questions. And I will get the standard operating procedure. That template I will get up on the website shortly. Alright, and there is no rush to get this back to me, OK? So don't if you get back to me quickly, that's great.

All right, but. There's not a time limit, so to speak, on this, OK? You literally will have until you no longer have access to the recordings to get the workbook back to me, OK? All right. So if there's no questions. I'm going to wrap it up. I'm going to again thank you for doing the beta version with me. When I offer it again live, you will all have access to those recordings and to the live programming as well.