Session 1 CTP

**Speaker 2 :**

Ok, guys, congratulations. Ok. So I'm glad to see you both here right now. You'll notice that in the private Facebook group, I put up the link for everybody. So the next year when I do this again, guys are invited back.

**Speaker 2 :**

Ok.

**Speaker 1 :**

The only thing you're not going to get is you're not going to get the one-on-one coaching. But you're welcome to come to the live and the coaching the group coaching sessions. And you'll notice if you've been over to and I'm going to go over to the website real quick because I want to make sure you guys know how everything works. All right. So what you have access to right now is just session one, last year's session one. I don't want you to go further. Until we're ready for it. Ok. So I've only given you access to one. So there is last year's a group call, I mean session like this is and then last year's group call. I do recommend listening to the group calls because it's a different group of people. They have different issues. They may. They there may be information there you can use. ok so.

**Speaker 3 :**

I'm ready to this is this is. I'm going to go over the program just really quickly. Ok, so in your workbook, correct? You got this piece of paper right here. Ok, did you sign it? I'm going right now OK. I really, I want you to sign it. I want you to hang this up. Right you guys, this is this is an expensive program. Be committed to it. You can print that out and color. And just sign it, hang it up, Tammy. Tammy laminated hers, hung it up on.

**Speaker 4 :**

It's a good idea.

**Speaker 1 :**

Yeah, that is a good idea.

**Speaker 2 :**

So I'm going to go over first the introduction to the full program and then we'll get into today's session. All right. So there's six sessions, all right, session one is going to session.

**Speaker 2 :**

Paper, here, OK. Section 1 is all about getting started on the right foot, right? There's a great deal of work that goes into setting up any kind of program, doesn't matter what it is. And just like you would not be able to the house on a shaky foundation, preparation and organization is going to be key to your success, OK? That's followed by a group call, OK, second session. All right. You're going to learn all about the different styles of learning and how to incorporate them into your program so you can account for both the neurotypical and the neurodivergent student in the pet industry. All right. I have seen numbers anywhere between 30 and 50 % of our population is neurodivergent, which is much higher than across the board. Ok, and that's because we work with animals, this extracts neurodivergence OK, so you want to set up your students for success right.

**Speaker 2 :**

Followed then by a group of law, right? Third session is about it's more than creating content for your students, right? You need a way for your students to consume your materials, right? You're going to get a better understanding of technology and what you need and what will work for you. There's a lot of technology out there. You don't feed everything, you just need what works for you. But sometimes don't do that maze and figuring out what it is you need can be really expensive proposition. Take it from me. I've spent a lot of money on technology, all right? Not all of it did anything for me except make somebody else some more money.

**Speaker 2 :**

Ok.

**Speaker 1 :**

And then you know followed by a group call. Ok.

**Speaker 3 :**

All right. Then there's the fourth session and we're going to talk about your brand messaging, OK. Even if you decide to outsource and hire a marketing or a copy professional, it's going to help you decide on what your messaging is and who it is for. And not everybody is your clients. All right. So Amy, you're going to focus first on competition. Yeah, ask me if I care about competition.

**Speaker 1 :**

Do you care about competition?

**Speaker 2 :**

No, I don't. I'm never going to compete. I am not your target market. Ok. You need to know who your target market is because unless you have a marketing budgets of say like I don't know, Coke and Pepsi, it can be really expensive and fruitless to try to market to everybody, right? Market to the people who are going to be your clients. You'll notice like my marketing is very upbeat. Rarely do I ever get into anything polarizing in the industry. Every once in a while, OK. My messaging is different, attracts a different type of person. I really don't want the person who is either tearing someone down or is putting up things that again, that whole polarizing and stupid just like stupid stuff. Let's just say, well, you know what? If you don't express anal glands, you're a horrible groomer. That sort of stuff. You'll never see me post anything of that nature.

**Speaker 3 :**

Ok.

**Speaker 3 :**

But however, if it is important to you that your clients express your anal glands, then you that's going to be part of your marketing. Does that make sense? Yeah OK, followed, again by a group call, and then there's Session 5, and it's all about the tangibles. All right? Right those are the anything that supplement or complement your educational material. So always keep in mind you are the educational material. All right? As the instructor, everything else is supports you. Ok, like for this particular program, I don't have a PowerPoint for this, OK. It's a different type of program, right? So there's a workbook that goes along with you, and I'm really going to make you do the work. Ok. We're not moving forward until you do. So, but there's lots of little bits and pieces that you can add to it that will work for you. Your videos are phenomenal, Amy. Thank you.

**Speaker 2 :**

That's a strength that you have, and you should use that. When I want videos, I have to hire someone to do it. You know what? And I'm OK with that. Because you know what? You can't. You couldn't everything. Ok, so knowing what you're good at, use it and what you're not so good at higher outs or things. Sometimes you don't have time for higher outs. Ok. The last session, OK, is the business side of it, because this is a business. This is not a hobby, OK? You want to make a living doing this. And I was told flat out, OK. But people who honestly, truly felt had my best interest at heart, OK. So it wasn't like they were trying to be mean or anything like that or trying to put me in my place. They just couldn't make a living out of teaching, so therefore nobody could. Right, because they weren't viewing it as a business. Ok. So we're going to talk about how to view this as a business and make decisions and pricing based on the fact that it is a business and you want to make a living.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So. That's the successions. And I do really good notes like in the workbook since I'm only using a workbook, right? So when I use PowerPoints. I have a PowerPoint. I can get up here.

**Speaker 3 :**

Manage my time. So this is a workshop. That uses the PowerPoint and it has a workbook that goes along with it and my notes are in this all right because I'm using the slides. So but being as I'm not using a PowerPoint for here, I still have to know what I'm talking about, right? Notes are written in my the workbook you. I have the same workbook and I put my notes in there so that I what I'm planning on covering. I do recommend that you printed out OK get a binder, keep it on one slide.

**Speaker 1 :**

I have it in.

**Speaker 3 :**

And in the binder.

**Speaker 2 :**

It's all set good.

**Speaker 2 :**

Ok,

**Speaker 1 :**

Because it's easy to keep things in one place. All right, rather than having things scattered over, and that's one of my little my organizational hacks, is that I keep everything. Like things together. Ok, so that when I go back to you something I'm not searching all over the place for it. Where did I do with this workbook? What did I do with that one? I don't know where anything is. I'm so disorganized. So sorry. Ok.

**Speaker 3 :**

Organization is a skill I've had to learn, and you can. And if you think you're really bad at organization, I am going to tell you right now you probably could not hold a candle to my disorganization.

**Speaker 4 :**

Always good to know.

**Speaker 3 :**

Organized person yeah so I feel like there's better i try to be but it's i see you as very organized.

**Speaker 2 :**

Ok then I've been successful, right, but. It might want to show. What I would consider decent shape, because I organized it three days ago, OK? And in four days it'll look like a wreck and I will have to reorganize it again so that I know where everything is, OK. So when we get into that aspect of that organization is key, and I'll talk more about it when we get to organization.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Just real, just real quick about me, OK? I first started thinking in 20 online in 2011 I started teaching in 2006 All right.

**Speaker 3 :**

And I wanted the part of the reason why I wanted to teach online is because I was teaching at the at the shows. And I found that when I was at the shows wasn't taking any classes. All right, teaching can be exhausting. Ok. So that I'd finish up and then either the class I wanted to take was at the time I was teaching, there was still a particular class. I want to take it at either romexpo that groom Expo Grooms. Now who's going to call grooms? Are you going to cold rooms? Are you going to call Atlanta pet fair?

**Speaker 1 :**

Not fair yes.

**Speaker 2 :**

There and they have the same guy sometimes come out the Super Zoo and it's a vet and he has a sanitation class. I've taken these classes. I've taken carino's class and they're both excellent. And I wanted to take his class. I have been trying to take that class for years, years, OK. And the problem ends up is that either of these teaching it at the same time that I'm teaching something or I'm just plain exhausted and I have zero brain cells to.

**Speaker 2 :**

Ok.

**Speaker 1 :**

We are going to start off with the mindset and we're going to go away.

**Speaker 2 :**

4 right through that. Screen share I want to make sure you know how to access everything.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So this is the website all right? If you when you log in you come to it takes you to this page, all right? So the log in let me just move this out of the way. It's up in the menu bar towards the end, OK so. If you just put in positiveedge.com Could take you to the home page. You click on login, you'll log in with your username and your password and it takes you to the library. Ok, this program is located under outside programming for create that program. Ok.

**Speaker 2 :**

There is a little video here to watch, but basically when my hair is really purple here. But basically what this is saying is what I just told you. Ok, you get 3 accountability calls after this. My recommendation for those calls is go through the program first.

**Speaker 2 :**

Ok.

**Speaker 1 :**

You're in the Facebook group. There's the workbook, the live training dates. We will always set a little bit in advance. Ok, this is going to be the link. This will always be the link, OK. You go on to the first lesson here and this is from last year. So this is the first call, that's the group call. Ok. And the transcript, I don't do transcripts for the group call, I only do transcripts for the session itself. Ok. And then once we have the group call, I will give you access to going on for the second lesson if any questions about getting any of the material if you're having trouble just sending message. Ok.

**Speaker 2 :**

If you have questions, you're in a group of people who have been who've already gone through this program OK, ask questions networking that's what the group is there for. All right. Ok. So moving it along. And I am going to touch on here about imposter syndrome, right. So during Workshop, Workshop went in through sort of a mini version of this, OK, No. But not the entire thing. So we're going to start off with the goal, right. Remember, we set the goal and the parameter for the program. The goal of this. All right. Now this entire program, OK, is for you to create a program and get it out into the world, whatever that is, whether it's a school, it's a program, it doesn't matter. That big idea that you have, get it out of your head and get it into the world.

**Speaker 2 :**

Ok.

**Speaker 1 :**

All right, so. That's the whole thing for the entire thing, right? Today, OK. Today it's all about getting started on the right foot. I first when I launched my first business was positively pretty 2002 And I was quit my job. My daughter had just finished up this to Yale, and here I was doing this huge investment in a mobile grooming van. All right, thankfully, I filled out the FAFSA and she got her stuff done before that. Ok, so that was fortunate for us. But there was no way I was going to fail. It wasn't. I couldn't fail. So I was a aggressive. Now I know they called women aggressive and men just doing business. Ok.

**Speaker 2 :**

When I went out there. And I took my van to all the vets and all the retails and I invited them in. I brought Donuts and you know, yadda yadda yadda. By the time I retired, there were still vets that would only refer to me because of that right so,

**Speaker 1 :**

But the point is, I really went out there and did it, and then I had this crazy idea, OK? That I was going to launch an online educational thing that was positively, pretty positively positive. Educational training was actually launched in 2011 OK. And it didn't do too well. I floundered a lot, but I still I stuck with it. And I also launched another business in, I think it was 20. 2012 No. 1314 Some like that. Anyway, it was a brick and mortar and it was called hands and paws, Reggie for all. But the problem with both of those businesses is that I like clarity. I didn't know who my clients were. Marketing was a problem. I just didn't have the skill set to make it successful. All right.

**Speaker 2 :**

And because positively pretty mobile grooming did so well, I thought it was going to be easy. Kind of forget just how much work goes into something, right? And it was different skills. So the skills that I had running a mobile grooming business did not transfer over to working on education. And I think that's where the biggest issue is and why I was told you couldn't do that because the skills to run a grooming business and the skill set to run something educational and is not the same. All right, requires a whole new set of learning so. We're going to talk about mindset and just how important it is, right? So just like that first business I had where I was not failing, there was no way I was.

**Speaker 1 :**

Going to fail, OK.

**Speaker 2 :**

My daughter, the tuition payments for Yale are were ridiculous and I had to make those payments on that. Ok. It is the difference between success and failure, all right. And this actually might be a really good point to go into a different types of imposter syndromes, OK so. Psychiatrists or whatever they 5-5 different types. Ok, the one first one they call the superhero. All right. This is that. You just have to do everything yourself, OK? You overwork. You work you don't ever stop. Ok. And but you never really launched it out there because there's still something more that has to be done that you got to do.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Then there is the natural genius. All right? You set your expectations up really high, OK? And when you don't meet those expectations right away, then you feel crushed. And then you just simply stop, OK? Then there's the expert. Whether you have to be the expert, there's always, there's always more information you need. All right. So therefore you don't ever launch. Because I still got to learn this and I got to still got to learn that, and I got to learn this. And you know what? I have to be the expert in everything in order to do this. And no, you don't. You just need to know what you're teaching. That's it. Ok.

**Speaker 3 :**

So when some somebody now wants. Financial stuff. As far as the business is concerned, you know who I know knows that better than me. I know the basics and I don't know how to price this because this is now in my wheelhouse. Ok, but somebody would a grooming business, right? And employees, they need to talk finances. I'm not the person to talk to. I've not ever had employees. But you know, someone else is much better. So if you feel that it's nothing, it's not a reflection on you that if someone says hey, but what about this? But that's not what you're teaching. It's not a reflection on you to say hey. I'm not teaching that right now, but you know, this other person does a really good job of that. Send them someplace else. Ok? The perfectionists can't do it because it's not perfect yet. Ok, yeah, right. I'm going to.

**Speaker 1 :**

Tell you like, I feel like I'm three of those already.

**Speaker 2 :**

Ok, so one is done is better than perfect, right? There are issues that are not even going to arise and you do not even know about until you actually launch this career. They'll go through, you know, so when the third launch. The positive Ed was a whole different platform, was a membership site and had all these moving parts to it. And let me tell you something. I was really glad I did not have like hundreds of people signing up immediately for it. Ok, because there were issues. Because I had never run a membership site before. And you know what? You can learn and learn all you want, but until you actually put it in practice. Until you can figure out where the problem is right? It's like, Oh yeah, I forgot to do that. Ok, or this is not compatible with that whatever whatever's done is better than perfect. You know, so get it out there. Do it. You'll make mistakes, and then you'll look at those mistakes and figure out how can I make this better. Very simple, OK? And then there's the soloist, the one that has just to do everything themselves. You won't ask for help. Ok, you won't seek out help, you won't hire anybody. And this, besides being that perfectionist and initially the soloist. That was my big issue because to do everything myself. But you know, there are people who are. You don't have to know everything. And then that can be, especially when you're a type A personality. And let's throw an ENTJ and a Scorpio in that whole mix. Yeah, I don't. And it was a hard lesson for me. I don't have to know everything. I can hire somebody to do something, either a I don't want to do or, you know, Oh my God, they're better than me.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So let's talk about your subconscious, OK? The reason that so many New Year's eve? umm. What's the word resolutions? Thank you. Ok.

**Speaker 2 :**

Is because a if they didn't plan it out, that's probably the biggest one, but. They're it's. They're self-conscious You're self-conscious Your ego wants to keep you safe. And what's safe to yourself, to your, to your subconscious, is whatever is going on right now. If you step out of the, box, oh my, god that's unknown. You can't do that. I don't know if this is safe. All right? You literally could be drowning in a pool, all right? And someone throws down some of that. Doesn't quite look like a ladder, but could help you out of your subconscious. Be like, I don't know, you know, I'm here, OK? I don't know if that's going to work. That is really your subconscious and it's trying to protect you. Ok, so you're going to have to get out of your own way, right? And there are so many of the fears and the blocks that we have in our subconscious is rooted in our childhood right so they need to be addressed, acknowledged, forgive and moved on. You have to deal with it. All right, so I grew up in a household. My father was an alcoholic and drank and gambled away a good deal of this paycheck.

**Speaker 2 :**

Ok.

**Speaker 1 :**

This is back in the day where it got to the point my father was hardly the only person like this on who worked for the New York City Transit Authority. Why would go to the job on payday to get the paycheck? Because if not, they would not come home with a full and complete paycheck. So because of that, all right. Where I lacked a lot was having the latest style in clothes. You ought to see my closet. All right. It's just loaded with clothing, loaded with it. And I know that I know that's an issue, but that's rooted in my childhood. Ok. So as soon as you just have to look at what it is that's in your life and look at and even if you need to see like a therapist or something like that, it's going to be money well spent right.

**Speaker 2 :**

So you also need to know who your support network is right there is. It's also a psychology term. It's called the crab effect. What the crab effect is that if you take a pot of boiling water and you're going to make crabs and crab, one of the crabs tries to escape the boiling water, the other crabs will pull them down into the boiling water. You know, like if I'm going to die and get eaten, so are you. That's called the crab effect, right? And sometimes we have people that are in our inner circle. Ok. And what they really are there are crabs.

**Speaker 2 :**

Ok.

**Speaker 1 :**

They don't want you to succeed and things are said, you know, in your best interest. Ok.

**Speaker 2 :**

But it's so much easier to keep you where they are than it is for them to get out of their own way. So This is why you see a lot of the stupidity on Facebook and other groomers tearing down other groomers. It's because it's easier to tear someone down and bring them down to their level than it is to do the work it takes to make something of themselves.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So I would tell you to take a look at your five closest people around you. With you are a sum of your five closest people. Is your 5 closest people the ones who are going to build you up or are they the ones who are going to try to keep you in your place? You can get better friends, and even if you can't replace that inner circle because it's, you know, it's your family. Find better people. Look at people in the industry who are where you want to be. I have a coach who's always one step ahead of me. I love her for that. Because that's all I need her to be one step ahead of me. Ok. And when she levels out, I'm no longer going to need her as a coach because she's no longer that one step ahead of me. Or does that make sense? Ok.

**Speaker 2 :**

So five people you admire? And be friends with them. Just like, just like college difference between colleagues and competitors, OK, so you know who your colleagues are and you know who your competitors are in the gaming industry, right? Competitors have no use. They're not going to help you. They're not going to share their secrets with you. But you know what colleagues do? Colleagues share their information. Colleagues want you to be successful because when you're successful, it elevates the entire industry and makes them more successful right so look around at the people who are around you, right? And find colleagues. That you know you can network with. And help you and move your and move you along OK. You're going to get into time in just a little bit, but I just want to make note that time is money. Time is a commodity. You cannot get more time, all right? However you spend your 24 hours, you get 24 hours, and that's it. And not everyone's 24 hours is the same.

**Speaker 3 :**

Ok.

**Speaker 1 :**

Amy, you got kids, right? Yes, This is why I'm doing this, because I only have so much time to do things.

**Speaker 2 :**

Ok, all right. So when I started mobile grooming my father, i was had to care for my father, all right? He was in nursing, assisted living and then over to nursing home. So I had to deal with him getting to doctor's appointments and then after that was. Over and down with my husband lost his kidneys and he had a chronic medical condition that required a lot of medical care as well. Ok. And then I also had teenagers at the time.

**Speaker 1 :**

All right.

**Speaker 2 :**

Now I have no kids in my house, which is awesome. Ok? My husband's retired and I'm no longer doing a physical job. I have one job right now. This is it. I am not running two businesses anymore. Ok, my 24 hours looks a whole lot different than your 24 hours. But nonetheless, it's still 24 hours and how you spend it. Ok, it's important because you can't go to target and buy more time. ok so. Let's talk about decision fatigue, not being able to make a decision, all right? We're bombarded all day long with ads if you go on your Facebook, right? And every fifth or six posts there's an ad for something, right? We're bombarded so much. We have social media. So you have Facebook, Instagram, tick tock. Whatever I'm missing. Ok, then you have everything in our lives and you're simply bombarding us, right? Sometimes it can be really difficult to make a decision because of something called decision fatigue. We have so many options, right? Have you ever gone to a diner and they have the 14 page menu? How do you pick something? All right, I'm going to tell you need to. You need to practice making snap decisions, all right? Doesn't matter what it is a snap decision. So for me, like if we go to those diners with a 14 page menu, I don't even look at the menu anymore. I go to whatever the specials are and I pick from the specials. There's like 6 of them. All right, six choices. Right, so sometimes it bites me in the butt. Most of the time it does not. But what it doesn't do, it doesn't waste my time. I'm not spending 40 minutes trying to pick out a meal. All right, instead of just picking something and moving on. Ok. How many times have you said, well, what are you having, what are you having, Maria? What are you having? And that conversation goes back and forth because nobody can make a decision hank, so, practice making. When you see that you have to make a decision about it, just make a decision. Alright, if it's white, that's great. It's going to move you forward. If it's wrong, you're going to learn a lesson. Ok.

**Speaker 2 :**

Make a decision.

**Speaker 2 :**

Ok.

**Speaker 1 :**

As you start to put yourself out there, you're going to have to develop a thicker skin because there will always be somebody who has something to say about you, and this is my personal philosophy on it. All right all right if you was one thing disparaging my good name, that might get my attention, however. But if I'm on some sort of Facebook post and someone is saying, oh. That's terrible. You shouldn't do this. You're horrible, actually. And you are. I don't know who you are. There's a block function on it. Do it. Or you just, you know what the worst thing is for people like that? You ignore them. Like they don't matter. Ok, I have somewhere. Ok, here it is. I'm actually laminate this. I'm going to hang this up on my wall, OK? Hey from a Carolyn DeVry who I don't even know who this is so I posted up something about the membership and I get this 97$ a month heck no block. So I blocked her. Beat her to the punch.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Could she have just scrolled on by? Ok.

**Speaker 2 :**

But no, I think this is hysterical. You know what this shows me? Sounds someone's paying attention. I give away a lot of free information, so not only will she not ever be bothered by my hosts again, she'll never have access to that free information that I so freely give. So if you get something like this, print it out, laminate it, hang it up on your wall. And we'll all laugh about it.

**Speaker 3 :**

Ok journaling.

**Speaker 1 :**

Do either one of you journal. No, you send the concepts of journaling. What about you? No OK,

**Speaker 2 :**

So let me tell you what journaling it does all right. There is a connection between you when you write something and your brain, it lights up creative parts of your brain. Journaling helps you to put things into perspective. Alright, so let's say you're having an issue with something. I don't know something dumb. Your water pump is not working on your something like that. So an example of what journaling would be in this case would be like if you go to one man stupid water pump. I'm having an issue with it. I don't know what to do about it. Closed the book because you know what happens is that you've closed the book and you've forgotten about it, but who hasn't forgotten about it is your brain. And in the back of your pray, it's been working on solutions. All right. So then all of a sudden you get the idea. Oh, hey. Yeah, Julie had the same problem. Let me go contact her and see how she fixed it. That's a journaling really does, right? So it helps you to organize your thoughts so that even if you don't see a solution right now, because you're literally on the hamster wheel, putting it in the back of your brain gives your brain an opportunity to Mull on it. Like, oh, she gave me a job to do, let me go do it while she's doing something else that's mindless.

**Speaker 1 :**

All right.

**Speaker 3 :**

So journaling is just a way of doing that. I also like to keep a gratitude journal. All right, So what a gratitude journal is that you start writing things you are grateful for in your life. And you know, the first time you do it, you're going to sit there and maybe you'll get three things out. Ok. But again, this changes the focus in your brain. When you start looking for the good things in your life, you're going to find them. They're going.

**Speaker 1 :**

To actually do this with our kids every night before bed, everyone has to have three gratitudes they do.

**Speaker 3 :**

Ok. So you get that concept, right? Yes, all right.

**Speaker 1 :**

So Tina, better mood and it doesn't matter what it is, it could be as something is like you had ice cream for the day.

**Speaker 2 :**

So I was having a really bad day growing and it wasn't there was a bad day, it was just a frustrating day and i was heading home and there's this really great ice cream shop and I just pulled in and I had a double scoop there mint chocolate chip ice cream and I will swear to you if I had a tail it was it would have wagged. It just put me in such a good mood that I went home like. What was so bad about today? No, it was really good about today. Mint chocolate chip ice cream. Double scoop, in fact.

**Speaker 2 :**

Ok.

**Speaker 1 :**

There's also another type of journal that you can keep, and it's what it's sort of like the future journal, right? But when you write it. You're not writing like I want to have a new car. It's more like I love my new Range Rover. Something like that, OK? And you would be surprised if you go back in that one, all right, of all the things. So you're phrasing it as if it already happened, OK? I'm so happy I made ten thousand dollars on this. Program all right. I'm so happy I got this trip to Aruba. All right. And that's also like a little daily thing, right? And then you go back and one of my things that I had put in there and I had totally forgot about it was my gazebo outside. I love my gazebo and I'm going through it. It's like, oh, I have a gazebo when's happened yeah so those are the types of journals that are out there. And journaling doesn't take too long, you know, it really will take if you just. Apply 15 minutes of your time just to do it. All right. And if you have to, we'll talk about scheduling things. Ok, schedule it and do it right.

**Speaker 4 :**

Real quick. Not me, right? Name a role model. Maria, they give me a role model of yours.

**Speaker 3 :**

Beth painter. Jody murphy pina.

**Speaker 4 :**

Yeah, as I say, piano.

**Speaker 1 :**

Terry demarino. I also, you know, believe it or not, like my dad was a big OK factor in that. So even though he's no longer with me, I hear his whispers too. So I mean. There are a lot of people that I'm. Have as role models that are. I aspire to learn from so, but you too.

**Speaker 2 :**

Even though my father was a drunk growing up, he wasn't a nasty.

**Speaker 1 :**

Drunk, OK?

**Speaker 3 :**

So there was never any screaming or yelling or any kind of abuse or any of that. We just went without because he drank his paycheck, OK? He was actually a really nice guy, OK? And there are things that I will always I find myself repeating that, he said. And one of the things he always said is the right tool for the right job, and it was usually after he told me to get some weird panics tool. And by the time I was like 14 knew what they all were. Anyway, at this point where I bought him the wrong tool, it was the right tool for the right job, I could still use this. Do you know, but it's going to take me longer to do it. I use that other one over there. I'm going to get it done that much faster. And you know what? Always to this day stands with me and I find myself saying that and I'm like kind of repeating my father, OK? So in your here in your workbook. I want you to put down what are you were appreciative and why. All right. Just four. That's it. Ok. And how do you take care of yourself? I got four things right here, OK? You know when you go on an airplane and they tell you, if you're paying attention about the mask coming down, how to put your mask on first before you help the person next to you? It's because if you're not in good, if you're like gasping for breath, you can't help the person next to you have to take care of yourself. If you really want to be a good educator, you have to be in that. The place you can't teach and speak from an area of wants and needs, OK? And people know that, all right, because that comes through as almost as desperation alright, you, can't do anything well if you're running on empty right and I know Amy, you got kids there. But there still has to what do you do for me time. Honestly, it's kind of weird, but that's why I have my show poodle. I love grooming my own dogs.

**Speaker 2 :**

Ok right and it doesn't matter what it is as long as it brings you to life. But here on this page, there's four of them. So think about it. Ok, so I'm going to Pasadena and it's not vacation because I'm there to work, right? Either I'm teaching or I'm sitting at the at the California booth, but I'm working. Ok, theoretically, I could, like, bring work with me to it there, but I don't want to do that, right? Because there's more to go into a trade show than just. Teaching and sitting at a booth right i'm going to go to the botanical gardens with Denise. I'm going to go to the planetarium. With Chris. There are things besides work right, so, i want to make sure that I'm not bringing any work. So it's going to make between now and the time I actually leave for Pasadena, I'm going to be really busy. Getting everything off my To Do List so that I can go and just concentrate on the trade show and that's going to be self-care because I'm having I'm going to be with friends, I'm going to do some social stuff and but yet I'm still working with notification. Ok carry so how however it is you want to take care of yourself. ok right.

**Speaker 2 :**

Identify and explain your excuses, OK? There's a place in which we stop, all right? And you have to learn to identify those stops. Pay attention to the reason you're and the reason you're telling yourself. Like for stupid example, right you want to lose weight, why you lost five pounds let's celebrate with a cupcake.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Well, you're not losing it fast enough and you're going to just, I'm just not going to do it. Do not and what point? To you stop doing something right, you need to catch yourself why? You're not doing something right. I had my own husband call me out on this, OK? So when I first started doing live streams and you want to see some really bad live streams, go over to pick number, town, fall, go scroll back as far as you can to the beginning, OK? And I wasn't getting the viewers and the numbers that I wanted. And I can remember sitting and I don't feel like doing it. And my husband does. Oh, you got to quit. It's no, I'm not. I'm going to do it. Ok, but that was a stop, OK? And my husband called me out on it, which was really nice. Which just goes back to having a good support network and if you don't have, you know, surrounding, you find 1. Ok.

**Speaker 2 :**

The whole it's not perfect. I can't do it, OK? It's not. Whatever you do, it is not going to be perfect. I guarantee you it's not right and.

**Speaker 1 :**

When you're teaching, nobody has to know that it's not perfect, Amy, we are taught this in the pet tech classes yeah we don't know what they don't know. Don't call attention to something, all right? Which is why I'll have my notes. All right? So I'll be flipping over the notes and I'm looking at it. And I'll go oh, and. O and not oh, I forgot. Ok. It's a different mentality, all right. When Beth and I Co teach, especially in the beginning, we were in the first day classes, I do my section and then I go, hey, Beth, anything you want to add? Not hey, did I forget anything? All right, again, there's that difference, that different mindset. You're adding, not you're doing forget something, all right? I don't have time. It costs too much. I can't afford the fire health, all right? So a lot of things initially you'll see, like my images and my copy has been much better on my post, right? Because I've had help doing that. Ok.

**Speaker 2 :**

Because I'm naturally good at it. No it's because I've had health, all right umm. I like, there are things I will actually hire someone just do it for me.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Also the type of person. I like to know how things work, why they work. So that if somebody I hire bails on me, I can still get the job done. All right.

**Speaker 2 :**

But the web page for this program? The sales page? Do you think I wrote that in my entirety? no. Not at all. I had help with that right, and, even if you can't afford to have many people who. Oh my God, I can't afford it, I love this, all right? I need to start saving. That's fine. Sales page does its job, but I hired somebody to do it right and for big programs like that, I'm going to hire somebody for like the summits and stuff like that. I'm winging it. I'm doing it, it's fine.

**Speaker 2 :**

Ok.

**Speaker 1 :**

All right, let's talk about time management. You know, like I said, it's 24 hours in the day. But in our days are not the same. Ok.

**Speaker 3 :**

So first I'm going to ask you is what could you do with your time if you were better organized? And I don't mean more work. What I mean is, what would you do if you actually had free time? Ok, I got 4 examples there four things that maybe you might want to do me right now it's relearning photography. That's what I'm doing with my spare time. How can you improve your workspace? Ok, so when I yeah, so I could see you're working at your kitchen table. Where were you?

**Speaker 1 :**

I'm in my bedroom. I have a fake background down right now. Yes, because I have to get away from the kids, so I'm sitting on my bed in the bedroom, so I put on a fake background.

**Speaker 2 :**

So when we were having this house built and I wanted a Home Office. I used to be. I specifically designed this office so that there are two closed doors between me and the main house. So my husband wants something that means he has to get up off the sofa. He's retired up off the sofa, walk through 2 closed doors, all right. To come over here. Or he could text me, but hey, I'm busy. Oh crap, did I have my phone on vibrate? Or he'll actually call me, right? But what he doesn't do, and he's had to learn this, is that I would say I am working OK like right now I'm doing the class. This class starts at three. Not exactly sure when it's going to be over. All right, this is this class is actually going to be the longest of all the classes. Ok, you cannot disturb me. And he doesn't. But that was something that he had to learn and I had to teach him right having dedicated workspace is important to getting anything done, because if not, you're stopping, starting, stopping, starting, stopping, starting.

**Speaker 1 :**

All right.

**Speaker 2 :**

He wanted help to put someone to install his dashcam. All right. And he's like, when you're in between what you're doing and you're coming out for a break, I need help. Kenny, i've had to teach him to do that. Because if not, it would have been, hey, come in here, I'm working from home. But what happens when you stop and you start, OK, when your brain needs can needs almost as much as 15 minutes to get back into the groove of things, right? It's why groomers should groom and not answer phones or do anything else except groom. They stop with, they're doing, they got to go back and now the groove is going to take some longer. So that groom that should take them 45 minutes. Now taking them an hour because of the plus the time that they say we're stopping what they were doing something else, maybe an hour and 15 minutes. That's a waste of time, right? By doing a task from start to finish, it's going to be done more effectively and when you start doing things on a regular basis. Especially at specific times. All right, your brain goes, oh. She's working on her program and like pre, pre gets to the brain set up like, oh, we're going to go work. So the more you do things and the more you do things on a regular schedule. The faster it's going to take you to do something. Because your brain is getting it's pump, is priming itself to do the job, and that has a lot to do with where you're working right so,

**Speaker 1 :**

Maria, do you have other people in the house who will disturb you? No, actually this is like a little kitchen area and an apartment that's not being used above my salon. So it's real quiet right now. And you know, I sometimes use it as a kitchen or I'll come up here for some quiet space, but it's not set up like a workspace. It would be great if it would, and it's a perfect spot for me to do it.

**Speaker 4 :**

Ok, so and you know what? That's easy enough to get a file cabinet and you know, you start keeping your stuff together so that it's ready to go when you go up in there and but you don't have someone disturbing you. The problem with working in the kitchen and home is that. You know someone comes in, even if they're not disturbing you know they're there.

**Speaker 1 :**

It would be like TV on exactly and every time you stop and you have to restart something, your brain is not operating at full capacity, especially when there's other things in the background that it's paying attention to umm, so, i work in here and the only times I work out in the living room is if he's going to be gone for a while and I don't want the dogs peeing on my sofa. I have male dogs. Ok, so I'll pull my computer out, we'll sit at the kitchen table because they won't do it in front of me. Ok. Even though they can go out on their own pitside, they won't do it in front of me. Ok, so but then there's still it's just me, right? If I don't try to work, even if it's something minor, and my husband's watching TV or playing games, even if he's saying not a word to me? Ok.

**Speaker 3 :**

There's still that other distraction in the area. And now there's a time to quit. There is always something to do right. You have to pick an end to your day. Call it a day. Because your brain needs to get off the hamster wheel. And it needs to be done several hours before you go to bed. So you can't work until 11:00 at night and then expect to go to bed and sleep at eleven thirty. And I know with kids that could be a little different.

**Speaker 1 :**

But that's usually my working hours like, 9-9, to 11 because I won't get disturbed. Right, But here's here's.

**Speaker 1 :**

Or I get up early.

**Speaker 2 :**

There are something called peak operating time, OK. And what that means is that your brain works better in certain time of the day than it does at all others, OK? And everybody is different, OK umm. If you ask me to get up at 4:00 i know people literally get up at 4:00 in the morning and they're done by 9 great. I wish them I that's awesome and never happened to me, all right? Because at 9:00 in the morning I'm like yeah do we cover enough food? Ok, I don't have functioning brain cells at 6:00 in the. Morning i do not. And if you make me get up at 6:00 in the morning to do something, I'm going to sit here and I'm not going to do anything for four hours. Ok, it's going to take me 4 hours to answer an email all right? Because I just have nothing going on up here, right? So for me, my peak operating time is anywhere between twelve and twelve and six. Really will not work past 8:00 at. Night and that's only if I've taken a lot of breaks throughout the day, like if I'm going to do some running around or I'm taking an extended lunch or whatever all right would normally. And even still, anything between six and eight, my time it's not. It's not requiring a whole lot of brainpower, it's more like finishing up for the day type of thing.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So no, when you work best and utilize that time right, you don't have to get up at 6:00 in the morning. And if you're I have a friend who's literally her peak operating time is between eleven and two o'clock in the morning. Yeah, I can't do that either, you know. Come 10:00 i'm like, aren't we going to bed? Still up? It's 10:00 which is why you'll hardly ever see me at the industry parties. Because it'll be like, right? yes clock. It's late. I'm going to bed. All right, so there are the cool different things, but basic concept isn't called time chunking, OK? And what that means is that you? Pick specific times of the day that you do specific tasks. Ok, now you can pick whatever and it says not only the peak operating time, it's sometimes what is our attention span to do something like depending on the task there are there are some tasks that I have literally a 15 minute window because I really don't want to do. Ok, it's like, OK, I'll do it, but I can work for up to an hour. On any given task. But not everybody can do that. A lot of people. It's really that 30 minute. 30 minute mark, we do a task, we move on, we stop, we get up, we walk. We see we literally. Have a distinct line between the task is finished. I'm going to go do something, I'm going to start another task. Ok, so know what your productive time is when you're actually doing something. Because if your attention span starts to wane after 20 minutes, you need to stop because you're not accomplishing anything. All right, so you have an hour task, but you can only do it in 20 minute increments and schedule three twenty minute increments be productive during that hour right.

**Speaker 2 :**

Habits, they say. It takes 21 days to create new habits, and I'd say it takes longer than that. Ok, I have found for me, I haven't asked to be at least 45 days. If it's not 45 days, it does not become a habit for me minimum all right, I did well on whole 30 for 30 days. And then I went right back to what I was eating because it was only 30 days. I get to have to do whole 30 again and do a whole 45 To make a change, and I really want to do that. It's like that really that was terrible. There are Productivity Tools you can use to help you. I am not a big person to use product to Productivity Tools online. They don't work as well for me, but they do work well for other peoples. And as example there's a sauna air table click up Trello notions. Know which? I've had people. Use it with success. They're all very different and because someone loves Trello. Does it mean you will love Trello even if you want something online, right? So if you use online stuff. Take their free trial period, try it out, see if it messes with your brains me. This is my book.

**Speaker 1 :**

All right see.

**Speaker 2 :**

This is this week.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Anything that is time specific like this is three o'clock time specific. It goes into my appointment book to do it, and I set an alarm half hour ahead of time to remind me, oh hey, you know it's two thirty, you're teaching class at three, right? So between the alarms and keeping this on my calendar, it keeps me on point, right? Keeps me organized so I'm not here. Like, oh crap, it's three fifteen i had a class of three. You guys are sitting here for 15 minutes wondering where I'm at, right? Ok. Or sending me messages. Hey, do I have the wrong day? No you don't. I screwed up. And there are things also that are tasks that I have to schedule in my book. I have to schedule a specific time to do it because if I don't it's not going to get done. And my biggest issue right now is doing this those little admin tasks. So start off the day going through my emails, going through my text, doing any of the little tiny one off things. That I have to do. Ok.

**Speaker 2 :**

I need to actually schedule the first thing that I do, and it doesn't have to be time, it just has to be. The first thing I do is admin, and if I don't write it in the book, it's the end of the day. And then I realized I didn't get it done right, in, the workbook. There are 7 pages back your time day one through 7. You cannot improve what you're doing with your time. I don't see where you are wasting time until you start tracking it. All right.

**Speaker 3 :**

And when you do that, you're going to find that. Think somethings gonna be really easy and gonna pop back with you. You're going to see that, oh, I'm returning phone calls 17 times throughout the day. That's stupid. I'm wasting a lot of time doing it and then other things that is not quite so apparent that you're wasting time. All right, so track it. And even if it's stupid, write it down. Because the only way you can get better with organizing your time is if you know where you're wasting it. Amy's looking at me like I got three kids.

**Speaker 4 :**

Yeah, they. I pray for a constant routine. I'm trying to create that.

**Speaker 1 :**

You sound like a schedule book and I track it every day. Like I have a couple of different columns that I do. Like one could be like my actual schedule and it's like a brain dump and it's To Do List and then ideas. So it's like 4 columns that way it just keeps it, but it's written, it's just written out to kind of keep it on my desk and something pop in my head, I go right in there.

**Speaker 2 :**

Right, so at this for me. That if anything is time specific, I schedule a specific time to do it right. And I've been doing it this way for years so that all the tasks I have to do. I just write them down on the way and I just cross them off as I do them because I don't have to do them at a specific time.

**Speaker 1 :**

All right.

**Speaker 2 :**

I'll decide like for today. What I needed to do besides this is I have 3 summits that I needed to do something on it all right and so there I starred them. I'll get them done, and anything else that I might get extra, that's fine, but if not Thursdays I'm always off. Keep that in mind.

**Speaker 2 :**

Ok.

**Speaker 1 :**

But then Friday I'm back to work and I start for Friday all the tasks that at a bare minimum. I want to get done on the Friday right? And it's not like I'm a slave to this. If I look at this and go, oh man. I am writing that article. I'll instead do this. 6 and one half dozen of the other. Right, but it's because of this as well. I'm going to be able to go to Pasadena and not have to worry about what it is I need to do because I know what needs to get done, and then it gets crossed off. When it's done, I'm going to do it. This took me a while to do. And that is this is definitely a habit that took way more than that 21 days to do right.

**Speaker 2 :**

Two of the things I want you to do. Is map out a short term goal and map out a long term goal. So this is how you do that.

**Speaker 4 :**

Ok.

**Speaker 1 :**

There's two ways to do it. All right. Is a linear method and there's something called mind mapping. And when mind mapping is, it's got the little circle, it's got the little arrows that come off of it. Have you seen that? I think so.

**Speaker 2 :**

Loads when I see that I can't function how anyone does it that way. Ok, so they take what? The what it is they want to accomplish, for example. Any module one for your class, OK, that would be in the center circle and all the arrows coming off of it. Of all the things you have to do in order to get module one done, that's mapping out a goal, right? I must prefer the linear method. And I will blame organic chemistry for this, OK? Because what I learned in college and one of the things that I did take into real life was when you had the you had to create. This is your end product. And you work backwards. To your starting point and how to get there all right, so for example. For module 1, right, the end product is you completed module one, OK. So step before that, what's the step just before that, alright, so for that might be that you completed the PowerPoint, OK. Step before that might be creating the notes for that. Step before that might be brave, dumb, but you work and you set the steps for it. It's not that this is like, you know, stepping stone. It gives you something to work off of right, so, how I do it? I love this thing. It's a remarkable. And in it. Let me get up. I don't want. So actually, better yet, just get up just. This is the template. For what I need to do in order to put together a summit, there's a lot of steps there. Ok, but each step is mapped out. Right, so I know what I need to do for each given summit in order to go from start to finish. And that's because I took out the time to map this out. It's my checklist, all right? But it makes my life so much easier. I could literally spend. Day and a half as long as I have all the information I need and I could put together a summit and be done with it. Right, as opposed to the first time I did it umm. Took me a lot longer than a day and a half right and a longer term goal is something that for you Amy, might be the completion of the entire project. Think about what other all the steps that you need to do and again it just gives you that baseline. Of what needs to be done. And as you're doing again, you know what? Things are not to be perfect when you first start doing things as they are coming up. Thank you. But it gives you an idea of what needs to be done. And you realize, like, oh, I needed to do this first and you just change it once you have the template, it's going to make your life so much easier.

**Speaker 1 :**

All right.

**Speaker 2 :**

Let's go on to vision and goals thanks, explain, to you what the power of why is, why anyone does anything. Ok, as a species we are meaning seeking features or we have to define our lives. We need a purpose. All right? I'm so conscious. Needs a purpose. And so I'm going to do 2 scenarios and you could see why the why is so important, right? You're at work and your boss goes to you. Margie's not coming in tomorrow. You got to take her ship and just leave it at that. Ok umm and you don't know why. All right. Would it make a difference to you? It's Margie wasn't going to be in because her son broke his leg and she's at the or because Margie just decided she wasn't coming into work tomorrow. All right. When we know the why of doing something, OK, it changes our perspective, all right? You're stuck in traffic, OK. And so you're stuck in traffic, maybe because, and you don't know why you are, but you're pissed because you're in traffic, OK? And as you're coming up the cones that are two miles in advance of the actual construction, you're getting more and more angry because you know it's construction and they put the cones out two miles ahead of time and it's just killing traffic, pisses you off, right? or. You're stuck in traffic because somebody was in a horrific car accident kind of changes the perspective on it. So knowing why. Someone should do something. Is the probably the most important part of your messaging. Why should they do this? Ok, so Maria, why are you here?

**Speaker 1 :**

I am here to make changes in my life, to be able to take a step away from grooming as I. Get towards my retirement years. I still want to stay in the industry and I love to teach, so I know that I want to make a transition from what I've been doing to something new.

**Speaker 3 :**

All right, write that down somewhere. Ok? Amy, why are you here?

**Speaker 1 :**

Kind of similar to that, I ended up having to go back to work grooming full-time when my husband lost his job over COVID. And I'm like, I never want to have to do this ever again. I enjoy grooming, but like. From out of my house, one day a week and I want to be home. I want to be home with my kids and a big one is creating my own schedule. And I love teaching and I still want to be in the industry, just I don't want to kill my body anymore.

**Speaker 2 :**

Ok. You're why those guys are important, OK. So write them down in your workbook because you got to reference them down the line. Ok if someone sees why you're important to the program, turned to them. They're going to buy the program if they don't get the why. They don't care. Ok. What problem are you solving?

**Speaker 1 :**

All right.

**Speaker 2 :**

So for Amy. Your problem might be that you know what you want to compete. Only you don't know the and outs.

**Speaker 3 :**

Ok.

**Speaker 1 :**

All the little nuances of that. So that when you are selling your program, you have to identify. What it is that you're teaching? That's going to make it important for them to take the class. Does that make sense? Yeah right.

**Speaker 2 :**

And the same thing to you with you, Maria. Whatever you're teaching, you're solving a problem. Somebody has a problem, you need to solve it. And sometimes problems aren't what you would think it is.

**Speaker 3 :**

Ok.

**Speaker 1 :**

Problems really come down to are you saving them time? Are you saving them money? So can you become a competitor? All right. So like for this one, right, I'm going to shorten your learning curve so that you can get out there and start teaching your programs, all right? So I'm saving you time. Saving you money. Because you know what? I've spent all the money right now where you shouldn't be spending it. I know one of them is they don't want to embarrass their self, so they're afraid of like just not knowing what to do. So common mistakes that I see.

**Speaker 3 :**

All right, write down the common mistakes and how someone feels OK right, are, you embarrassed? All right, let's shorten up that. Let's shorten up your learning curve. Let's get you from entry to open in less time. One of it was, it wasn't necessarily like, yeah, moving up classes, but it also helps you because a lot of people want to just certify, so they'll go in the ring to certify. So it also kind of helps with that.

**Speaker 3 :**

Ok, so that's the.

**Speaker 1 :**

Stuff I'm going to cover.

**Speaker 2 :**

Ok, so make sure that again, that is something that is that you have a someone's having a problem and you're making it easy for them. Ok, we all want things made.

**Speaker 3 :**

Ok.

**Speaker 1 :**

What's your goal with your programs? Ok. Basically, who you're helping and what you've helped them with and what you want them to achieve right basically your mission statements. So for Amy, you're like, really simple. Thank you help when you helped rumors looking to finish up certifications, but they. Helping them figure this out, I don't know anything about competing, OK, but basically along the line, who helped tumors? Ok, with certification, achieve certification, maybe even through specific certifications. To your Ng Dai SEC certification. And yeah, and.

**Speaker 3 :**

I what are the certifications? You know, list them. All right, be specific.

**Speaker 1 :**

It'll help you be confident when entering a grooming competition or certification.

**Speaker 3 :**

But then again, write all that down. Ok, so now your assignment here is to go over to Canva. Alright, so they could print those, they'll put it together. Will you help? That would be the groomers, what you help them with. Ok, what you want them to achieve? Right so Amy. And help rumors get their IP, GI, SEC, whatever certification I teaching you how to. Tips and tricks. And the competition rate? Yeah, yeah. But yeah.

**Speaker 1 :**

Help them be confident when trying out for their practicals. Yes, for certification.

**Speaker 3 :**

Yes, by giving you the confidence that I like that. By giving you the confidence.

**Speaker 1 :**

To yeah to.

**Speaker 2 :**

And that is a very simple statement that you could use. No matter what it is you're selling, whatever program you're doing, just punch in the information to make that one work. That becomes your mission statement. And that's sort of like the elevator speech. So when someone asks you what it is, you do.

**Speaker 2 :**

Ok.

**Speaker 1 :**

One of mine for the summit membership is my health professionals access easily affordable online education so that they can be successful business owners. Hey, really quickly what it is I do in a sentence. You need to be able to convey that message. At the drop of a hat. Ok, vision and goals. Why do you do what you do? And this again you can you know this is for the workbook right.

**Speaker 2 :**

What was your defining moment that led you to want to do this? So for me it was realizing I am at a conference that is floated great education and I'm not taking any of it. Realized all of my education was online, and it was in other industries always taking business classes and tech classes and all that was not independent industry was outside of that. We were lacking that right, what, are you most excited about creating in the next year? You want to be excited about this? Ok, start talking about it. And don't worry that I can't talk about it because someone else is going to steal it and I'm going to call you. Ok.

**Speaker 2 :**

No, they're not you are you. Ok, and if anyone tries to like copy you, it's a copy.

**Speaker 1 :**

All right.

**Speaker 2 :**

You can't copy someone's way of doing things. You can't copy their mannerisms right there.

**Speaker 1 :**

Are a lot of groomers out there. I can't even estimate the number of numbers that I hadn't even have a number I can give you. Ok.

**Speaker 2 :**

You don't need thousands of people right, positive, educational training is doing really well and I have less than 100 members. Yep, awesome.

**Speaker 2 :**

So you don't. When you know your numbers, we'll get into that. In the very last you know how many students you need. I think it'll help take the pressure off. You do not have to market everything, you just market people who are. And don't let anyone tell you that you're not confident, competent to teach something our industry is lacking. Quality education. There is simply not enough of it.

**Speaker 1 :**

That's true.

**Speaker 4 :**

Anyone that says, well, all of these upstarts trying to teach something, ignore them. Do what you do well, because if you do it well, you will get people and your programs. If you're terrible, you won't last very long term goals. 5 to 10 years where you wanna be. Let's talk a little bit about your experience. You can't appeal. I'm going to reiterate the. You're not equal to everyone. Where are you focus or reach the better, right? They're trying to have the budget if they like Coke or Pepsi. Thank you.

**Speaker 4 :**

Mary, your sounds a little off, then, yeah. Yeah, it's like cutting out a little bit.

**Speaker 4 :**

What about now?

**Speaker 3 :**

That's good.

**Speaker 2 :**

Yeah, that's better.

**Speaker 4 :**

Ok.

**Speaker 1 :**

So you can't. This is like some tinny noise in the background. At least try. Is this better? It was cutting out completely before, like you couldn't even hear you. It was muffled. Now it's fine.

**Speaker 2 :**

In my. So let's put that over there. Ok, so I want you there. Just simply Google compatibility code, personal qualities in this because you're going to have. Qualities that you want in your clients.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Pick 5 or 10. So do you want the type of person you want as a client? So look at them the cat of the qualities that people have and see what's kind of important to you, right? And what's equally as important? I don't know. It's equally as important to know what you don't want in a client. Ok.

**Speaker 3 :**

And there's other things to consider, OK. People in a specific geographical location or sound.

**Speaker 2 :**

You can't hear. Yeah, I can't hear it.

**Speaker 3 :**

Ok alright.

**Speaker 1 :**

Can you hear me OK? You mute yourself. Ok, it's Maria. There's like background noise.

**Speaker 4 :**

Hey Maria, you have background noise. Unmute yourself.

**Speaker 3 :**

Ok, is there background noise maybe from my computer or there's nothing?

**Speaker 4 :**

Else, I mean sound, yeah.

**Speaker 1 :**

Alright, so it might just be my computer humming then, myself, it's fine. Just unmute yourself when you want to say something, OK? right. Is there a specific age or gender that you're looking for? Are you looking for women? Are you looking for someone within a specific age group? So Amy, for competitors. What's the average age of somebody going to compete starting for the very first time?

**Speaker 1 :**

It's all over.

**Speaker 3 :**

All right. So there's nothing, there's nothing specific.

**Speaker 1 :**

I would say probably younger, but I can't say I've seen anything very specific.

**Speaker 2 :**

All right, so. When you're looking, I'm gonna talk about polls pretty soon, OK? So there's also. How much education do they have? Business income might be a consideration. This is a ten thousand dollar program. I want to make sure you guys are working OK. You guys got to afford this, all right? If you're offering something lower end, that might be less of a consideration. But think about the type of person who is going to be interested in your programs and anything that you're not certain about. Polls are the way to go.

**Speaker 1 :**

Alright, hey.

**Speaker 3 :**

If you've never competed before and you were thinking about competing, tell me how old you are. A couple things in. You can figure you can find things out that way, right? Or another poll might be. What is stopping you from competing?

**Speaker 1 :**

I saw one like that. It was about what's stopping you from certifying, so I kind of hovered on that page to do research.

**Speaker 2 :**

Pay attention to other people's posts right i.

**Speaker 2 :**

Usually do that way with researching I hover. But you could also do your own polls. All right, and see where. Pictures are right, what, do you think? And I'm just so stupid stuff out there, OK? What is stopping you? From creating perfect top knots and see, just see what people are saying. And then it's trying to figure out what the real problem is. Ok.

**Speaker 1 :**

I know one of the things with competing because Terry Dimarino kind of did some of that. So they had like a first timers competition and then like a pre grooming competition for grooming competition. So all the pressure people could kind of break in and learn it without the pressure. Or they at the first timers because they were worried of getting blown out of the water by people that have competed before. Although some of it's to help bridge that, to give them more confidence with going in. When you don't have a mentor or help, it's really hard.

**Speaker 3 :**

And that might be something to find out more about the fact that there aren't a lot of mentors out there, OK.

**Speaker 1 :**

Because most of the people that I've taught when I was manager and stuff, I got them to compete because I was able to prepare them and help them. So I kind of research and took notes of all the stuff that what they were afraid of and what they needed to learn.

**Speaker 3 :**

Ok. That's really that, that's good market research, OK. You want to know where they want to be in life, OK. And remember, you only need to be a couple steps ahead of them. That's it. All right. When you're asking, hey, why haven't you competed, OK? They're gonna give excuses. Pay attention to the excuses that they are giving. Because you want to be able to have answers for those excuses. Ok, for example. I don't compete because I don't have a mentor. I don't have one that that's close by me. All right. How do you get around that?

**Speaker 1 :**

That's where I'm going to have the online program. One is 1 is finding dogs, so I'm going to cover some of that.

**Speaker 2 :**

So anything that might be a pain point for them all, right? You need to address because that's the reason not to buy your program, but you need to address why that is not a problem.

**Speaker 2 :**

Ok umm.

**Speaker 1 :**

What are they afraid of? Why are they afraid of achieving their goals? All right.

**Speaker 2 :**

What a lot won't say because they don't understand it, is that the reason they're not achieving their goals is because they, for whatever reason, they feel they can't. And why can't they do it, you know, whether it's yourself conscious, keeping them nice in their life. A little box right there, OK. But how are they viewing it? Because again, you have to address all of these issues. Or you may decide to say, you know, screw it, I'm a marketing to them. They're too much of a sale for me, too much work for me. I'm just going to go the route. This is what I am offering. I'm going to help you do this, be really clear on it and see who falls into your lap. Yeah, but they would still have pain points.

**Speaker 1 :**

Ok.

**Speaker 3 :**

One thing I ran into, maybe you can help with this because I've asked it when people come to me for grooming lessons and stuff, I'm like, well, what do you want to learn? And usually they just say everything. Yeah, you need more.

**Speaker 1 :**

So I'm like, so they're like, so I don't know, that's why I just kind of want to make a big course that covers prep, scissoring, very detailed because they're just more like just share your knowledge. Just put it all out there, like what do you know? Because they don't know what they don't know bingo but you can. Those can be standalone workshops, all right. You can have this big huge program that has the 12 modules in it. And each of those 12 modules should stand on its own.

**Speaker 1 :**

Yeah, that's kind of what I'm. Looking forward, but I'm not really sure it's a kind of overwhelming project.

**Speaker 3 :**

But here's the thing I will tell you. Get that first project out. Get the first one done. Get it out there. All right, you could offer, hey, for those who purchased this product, I will give you a break on this module. Ok, we're making a prerequisite. However you want to do it and what I don't think I'm going to really caution. I want you to think really careful on is be careful of bargain shoppers.

**Speaker 1 :**

Ok, yes, don't like that.

**Speaker 2 :**

They're first of all, they're not loyal, OK? They don't want to do the work on it. And they are the most likely to complain.

**Speaker 3 :**

Ok.

**Speaker 1 :**

I know when I was doing the 47$ for the one hour workshops and everyone else was doing 25 bucks, you know who wasn't getting complaints? me. Because they had to shell out a little bit more money. If you shell out a little bit more money, a you're more likely to attend and do the work. But you know what that 10$ that 15$ that twenty, five dollar program, they're like well, it should have included everything in the kitchen sink. It didn't have enough stuff. All right. Meanwhile, flat out an hour program and what happens with higher priced programs is that they don't like it, they simply don't buy anymore. They don't bitch and moan about it. It's your bargain shoppers, that bitch and moan. All right. So do you want the Walmart shopper? Or do you want? no. Ok. Do you want target, do you want bloomingdales? I think pitching a lot. But the higher the value you place on the class, the better, the better the student is, because they want to learn. Other things to consider. Again, do your market research here. Ask questions. Watch how they answer. Spend a little time in pet groomer town, not in Pro Groomer network you get. That's where I hover. I don't ever post though. Very dangerous.

**Speaker 3 :**

Very dangerous, but you'll.

**Speaker 1 :**

Learn a very dangerous.

**Speaker 3 :**

The huge group. And people are not shy about being idiots there. And there's if you can.

**Speaker 1 :**

Separate it. There's some useful information in there.

**Speaker 2 :**

Yeah, there is. But you know what? I don't have a whole day to go through it all.

**Speaker 1 :**

Ok.

**Speaker 3 :**

I do, I go, I scroll through, I copy and paste, and I put that in my notes and then I save that for research. Ok, then that's good.

**Speaker 1 :**

That's i pasted in my notes on my phone.

**Speaker 3 :**

There was one that whole pelted felt a thing.

**Speaker 1 :**

That was brutal.

**Speaker 3 :**

I saw that.

**Speaker 1 :**

One to go well.

**Speaker 3 :**

I saw that when it went up and had like, and I thought at first it was like a joke. I thought that was, you know, this is what the client said to me, OK? And it had like six posts on it and I'm like, yeah, whatever. And then the next thing you know. There is 400 comments, OK, yes. And now there is multiple threads on the same topic. I'm like oh, what did I miss, yeah, you know. So yeah, you know what? There was useful info if you had the time to get in there and read it. There was useful information in there. But I'm gonna tell you, don't waste your time. Oh, I didn't dwell on that one. Did not. Moving on. That dumpster fire.

**Speaker 3 :**

Or something. Oh my God. And I think in one of the podcasts, Chris and I just made fun of it all i think you touched on it a little, yeah.

**Speaker 3 :**

Yeah, just a little, because I think it was really raw at the time. Maybe we don't.

**Speaker 1 :**

Alright, I think you'd spoke on it like about having common terminology. I'm like, yeah, that's the best thing I got out of that is we don't all have the same terminology for stuff.

**Speaker 2 :**

That is something that you want to address. Then that is exactly the post you want to talk about. Ok, we all remember the dumpster fire of pelted versus. Matted or pelted or whatever thought OK. But there is a lesson to be learned in there, right? And we all got common terminology. The big problem in our industry? We don't have it. Find out how somebody measures success. So at the end of the day. What makes you feel like it's been as it could be a successful day, it could be a successful business, it could be a successful life. Whatever it is, you can. And see and see what the answers are. All right, what are the? What is that they are looking at the end of the day? Can they look back and say I did this? Because I'll tell you what one of my regrets though is. Even though I'm telling you really don't care about competing, I don't compare about. Keep repeating now, OK? But my one regret is that I remember going to a smaller trade show and I was thinking about competing with my Ricky, my golden.

**Speaker 2 :**

Ok.

**Speaker 1 :**

And yeah, I didn't want to bring them. Yeah, yeah. And I get to the show and you know how many entries are in that. In the in the spaniel class or whatever, I would put Ricky in. Oh yeah, there was. Those were always low entries too. Ok.

**Speaker 3 :**

You know what? I would have walked out with a third place trophy i know we call that you win, lose. I could give you, but still.

**Speaker 3 :**

I would have walked out with a third place trophy. Ok, that is probably my regret and I don't care if you call it a win lose trophy. I got a third place trophy.

**Speaker 1 :**

And that's one of the things they go over. You don't know what everybody else is dealing with. Somebody else's dog could have chewed a hole in their leg. You know, everyone else is dealing with the same stress. Your dog has diarrhea beforehand. You think it's just you, but it's not.

**Speaker 3 :**

You can use my story. Don't be like me.

**Speaker 1 :**

You could have got a placement.

**Speaker 3 :**

Who could have had a third place trophy if she just would have entered her dog? And I'm.

**Speaker 1 :**

Confident that necessarily they did change that rule because someone did a years yeah,

**Speaker 3 :**

They changed it because if someone did a really bad job, they didn't want them to automatically get award. It wouldn't have been a bad job. It may not have been umm. Great, but it wouldn't.

**Speaker 1 :**

Have been like my coworker got third out of 1 OK so we take it in. I would have taken it OK.

**Speaker 1 :**

She rented a dog, so honestly she did a pretty good job with what she had. So but yes, you could get third out of 1.

**Speaker 2 :**

Find out what motivates them to be better.

**Speaker 3 :**

Ok.

**Speaker 1 :**

And how? Where do they spend their time? So this is not now grooming. Think about where there's different types of people. Ok, so let's look. And the reason why I'm going to be doing high end retreats, OK? So let's look at the Foxy Roxy retreats. Last one was basically held at a horse barn. I read all the reviews about that. I researched that one.

**Speaker 3 :**

I know somebody who was there, so first hit, you know, left.

**Speaker 3 :**

First, oK.

**Speaker 1 :**

Their rooms were hosts were horse stalls. They were like oh yeah, i, thought the meeting was just in the horse area. There her room was a horse stall. A converted horse stall. So it had a bed little else.

**Speaker 1 :**

Because I read also the original post because they were saying that it wasn't marketed what they thought it was and it was kind of misleading. So they didn't get what they expected.

**Speaker 3 :**

But how it's also marketed and how it's appealing because people who are coming to have a good time and there's nothing wrong with that. All right. Ok alright and there isn't and if that's what you're expecting and that's what they're selling that?

**Speaker 1 :**

Is more Blake's thing, yeah.

**Speaker 2 :**

Ok, but that's fine. Ok. I'm not going to retreat the party. It's not. It's not what I want to do.

**Speaker 3 :**

Ok.

**Speaker 1 :**

I want a retreat to be something really high end and you're going to work. You're not sitting there. Alright, this could be a folder place in front of you. We got work to do. Well, let's hop to it, OK? And I want good food. I'm really fussy this way. I love food.

**Speaker 2 :**

Oh yeah, you can't tell. Oh, I love good food, OK, and if you plop down a Costco lasagna in front of me? I'm not gonna be happy. And it's not that it's terrible. But it's not restaurant quality, yeah. So you have to know the point that I make on that, OK, is that know how people spend their downtime, because that also tells you a lot about the person. Ok, so someone's downtime is that they're going to. They're hanging out in the bar. And they're drinking and they're doing karaoke as opposed to somebody that's an expensive hobby. Has to pay for that hobby. Ok, DC, you get where I'm going with this right so how they spend their time? To tell you a lot about whether or not they're serious alright and.

**Speaker 1 :**

If you want to charge the bigger box, you want serious students, you want people who are going to do the work. Because I expect when we have the group fall that you do this work. Ok.

**Speaker 4 :**

Right, Amy? Ok. And we did this exercise at the Workshop workshop. The eye, the party, whatever they call it. Do you want to redo this? It's been what are you good at?

**Speaker 1 :**

Would be good just to revisit. Have it be complete.

**Speaker 2 :**

So there is a Japanese things that were like when students are going to like career counseling, they have them fill out these forms so it gets a better sense. Of what it is that they really want? Ok, so it starts off with what are you good at? So what are you doing? Write him down. Skills don't have to be grooming skills. Right, if you're teaching grooming stuff, and absolutely they should be grooming. But what else are you good at? Are you good at social media? The daily videos, that's a practical skill. Put that down there, OK? What social skills are?

**Speaker 1 :**

You good at right.

**Speaker 2 :**

You've been talking with people. Message alright, I'm actually quite the social media butterfly.

**Speaker 2 :**

Ok.

**Speaker 1 :**

In person. At shows I'm also very friendly, but you know what? Here in my house, not so much. 7-1 Even if it's something you've been nominated for. Ok.

**Speaker 2 :**

That still counts right how do you do? How do you plan on developing your talents regardless of what part of your business? What are your plans to develop your own personal talents? And what is it you find really easy to do you don't even think twice about. But if someone said to you, I'm giving you an hour right now, teach something. Now you're going to take what is on this page. Ok, and what do your talents are going to help you achieve your goals? Write them down there. I got to get a deep emitter fire in here in the woodpile.

**Speaker 1 :**

All right.

**Speaker 2 :**

The next one is what does the world need? The world could be the grooming industry, all right? What problems do you solve? And are there issues that touch you emotionally?

**Speaker 2 :**

Ok.

**Speaker 1 :**

For example, like the whole squeezing anal glands, is that an emotional issue for you what? What will put you up on your cell box really fast? Ok.

**Speaker 2 :**

Are there any volunteer organizations that you personally aligned with? That could be your local shelters. But one that I aligned with here is the Pacific Northwest Food Bank. That's really important to me. I want people to eat. I love my food. I want moon going hungry alright, if, you were to ask other people, what would they say you stand for? And this was kind of a given. Has anyone ever said you're good with people or animals? Right so and then is how is the stuff that is on this page, how is that going to help you achieve the goals, what's your impact? We got talents, we got impact. The next page has to do with passion. What is something you could do all day long? Nothing twice about it that someone's going to have to tell you. Hey, you gonna eat dinner or what? What would you do if money wasn't an option? What do you like to do in your spare time? What gets you really excited? If you had to present any topic to an audience, what would that topic be? That's your profession. How will your passion help you achieve your goals? Then it's what are you currently doing right.

**Speaker 2 :**

Do you feel you're doing enough? Is there any overlap in other aspects? Meaning what is it you're doing is impact? How does it impact other aspects of your life? Example might be. I groom, and then once a week I had the shelter come in and bring their dogs. Something where there's overlap and what you're currently doing, it's not actually bringing you money in.

**Speaker 2 :**

Ok.

**Speaker 1 :**

Do you actually use your talents and your passion in your job? What professional development do you have planned? And what in your job brings you satisfaction? So at the end of the day you could say boy that i did a good job there. And then that is what will you what how? How will what you currently do achieve your? Ok. And then the last sheet, if you're going to put it all together, it is you're going to take what your core values are? Ok, I have my 4 values. My core values are over the world. Thanks laminated. So I have I think 1-2-3-4-5-7 I have 10. But I'm going to say pick three. All right, so my core values are unapologetic, inclusivity, adaptability, sustainability, and I think I have this. I don't think I've uploaded it to the group. I will upload the city group. I find the actual PDF for this. Commitment, creativity, imagination, recognition, and altruism. Pick three, whatever your core values are. And that goes here. Then you just fill in your passion, your mission, you're OK in your profession, and then describe what it is you're really meant to do. It just gives you a little focus on where what you should be doing. Ok.

**Speaker 4 :**

And then your core values OK. If you Google core values sites will come up and initially I want you to pick 12 and then just simply narrow it down to three. Ok, so we have. Any questions? I give you enough to do.

**Speaker 2 :**

No questions. I just like. How that helps tie it all together.

**Speaker 2 :**

Ok.

**Speaker 1 :**

So it is again, it is, it's just sort of like a focus, right? So do you know what your core values are, what you're passionate about? So each of these things let me just go back. So your 3 core values. Second that you'll do your cell phone, you can get to the first one. All right so.

**Speaker 2 :**

Your passion. Would be. Well, the first one is actually your mission. What are you good at? No yeah, that's your passion. The next one is what does the world need? That's a mission. You just want to sum it up into like a sentence. Ok, what do you love? Is your vocation your profession is. What are you getting paid to do? And then once you have that information, you should be able to look at it. And figure out. In a sentence, what it is you are really meant to do? All right. It is a little bit of introspection on it. All right. Any other questions and we will discuss it next. Well, not next week. Because next week in Pasadena. So as a reminder. Wednesday The twenty second same time alright and.

**Speaker 1 :**

We will go over all of this if you're having any trouble filling out any of this. Go over to the group. And post a question in there tag me. Alright, because I'm in literally in like, I don't know, 400 groups. Alright, so I don't. I started another group today. Really stupid pet grooming, pet groomers and photography. So there's that. So if you don't tag me, there's a really good chance I am not going to see it. And so that will be simply going over the workbook, answering any questions that you've had and you've had a little time to go over everything umm. These recording will go up. Later today, all right, along with the transcript. So what will happen is I will take down the first recording of the session and I will leave up the group call until that one gets replaced. Ok.

**Speaker 2 :**

Any questions? That's it. I think that's it was enough. The other sessions will not be as long as this.

**Speaker 1 :**

Ok ohkay.

**Speaker 1 :**

Yeah, but this is the long session, so let me stop the recording.