Take Care Of Your Business

Okay, welcome to the fourth session of the Business Summit for Positive Educational Training. So this session is brought to you by Denise Harrow. Take charge of your business. And Denise, let's go, take it away, take charge of my webinar. Got it. So today we're going to go through, take charge of your business, This is. I'm going to be a very information packed webinar, so I'm just going to throw that out there that I got a lot of stuff in here. My name is Denise. I have been grooming since 1997 in the industry. I do still currently groom.

I have, I am up to 29 employees, three locations. We're currently looking at a fourth. So when it comes to the business side of things, I'm going to tell you I was that person who was just winging it when I started. I learned as I went through trial and error and failures and successes and a lot of what I speak on and a lot of these problem solvings is what I've learned throughout the years or watching even Facebook social media. I love learning from that. I am a people person I absolutely love.

Reading why people tick and I and that's sort of my thing. So I do really well with working and leading and managing employees and people in general. So that's sort of where a lot of these problem solving skills came from. I'm a fixer. Here is my contact information I have. You can email at yahoo dot com. My cell phone number. I am easier and quicker to do texting. I am not one to answer my phone or necessarily call people back. I'm horrible at that. I'm on Instagram at the ambitious groomer and the QR code takes you directly to my Facebook group, which is a private group filled with business owners that are all likeminded, that have done a lot of my seminars and stuff like that.

And it'll take you over to there where you can ask questions and we. Go ahead and brainstorm and stuff like that. So let's get started. When I started doing this and I came up with this description, I don't know exactly what I was going through. I think it was actually looking at everybody on Facebook and it's always the same stuff that pop up and the different problems. I will say it was very ambitious when I was going through this these things.

And these problem solving troubleshooting and I can get into a lot of indepth and it can be very vague. So I'm going to find somewhere in between for everybody and hopefully touch base on i actually hit a lot of the major problems that I see on social media or that I have people contact me about. So we're going to go over the why and financial problems, operational problems. Employee management or leadership problems and then a summary of what we can go ahead and do to help move forward, how we're going to recognize these things in the future and hopefully be able to recognize them early on. So they're not going to snowball into big problems.

And that's sort of how a lot of businesses start, right, We start to add in more things and. We don't really recognize the signs right away. And they tend to turn into something bigger. And now we're diffusing big fires instead of, you know, just smoldering little flames. So yeah, that's where a lot of this stuff comes into play. This is a lot of the stuff that I did wrong, a lot of the stuff that I see, like you said, just out there. So we're going to start out with the wise. Obviously we want to catch these problems really quick.

It will help guide us into the right direction of where we want our business. It clears the path so when we can figure out these problems and get them all figured out, the foundation and be able to move forward, it makes room, time and energy available for the little things that will pop up. And that's what most business owners struggle with is all the sudden there's it's like little mini tornadoes going on. And if you can't get one tornado to go out and also you add in another one and add in another one if it's really overwhelming.

That's how burnout happens. I'm all about working smarter, not harder. So it makes us more productive in the long run and it will help us achieve our goals to a lot quicker. And then having to keep coming back to these problems over and over. So if you've seen any of my seminars or my webinars, I'm very much a very a proactive approach. I reactive is what gets us in trouble. So I like a lot of foundational work. So when we go through these problems, you're going to hear me talk about foundational things that we can go ahead and do to help move us in the future. Let's see. So there's three main categories that I see.

That these problems lie in and I like to simplify things as well. So I we're going to talk about financial operational which is going to be your branding internal or external and employee management. The other thing you're also going to learn as we go through this, I'm not A1 size fits all type person. I most definitely think you have to have in your mind what your brand is, what you want to show, what kind of work culture you want to have and harbor. So everyone is going to have different business models, different goals, different realities to their world.

And when we start getting into that, we really need to. Really figure out what we want to go ahead and do for in the future. So we use our brands to be able to get a really strong foundation. Remember, when we're grooming that person down the road isn't going. Isn't the same business as ours, right? You can have one person who's doing one-on-one you can have another person who does high volume, you can have someone who does grooming with a daycare.

You get the idea. So all businesses are not created equal, but there are some things that we can do to go ahead and set them all off in the right direction. So financially this is a little bit of a more start up, but if you notice that you're struggling, this is something that you're going to want to revisit. So you want to start your business off, right? I once again was the person who sort of within the first year didn't know what I was doing financially. So I had to go back and revamp things and learn.

We need to do our homework and then we need to come up with a plan to follow. So research, we need to really research what exactly we are going to want to offer. Why we are going to give me one second. I'm going to pull up my notes real quick how our businesses are going to look and this is better to go ahead and do beforehand.

But if you get into your business and you notice you want to start expanding, it's okay to go ahead. You may have to go back to this step and really rethink things. So some things that I see, you need to know what kind of business you're going to want to have. So brick and mortar, mobile house call. Are you doing in home on your property? Keep in mind your rent, utilities and demographics.

You see a lot of people hop in to having a business and really not know where to go. I understand that completely. I came from a very toxic environment and that's sort of my background. I didn't know which direction I wanted to go. I just knew I had to get out. And when we go ahead and hastily do that, we could be setting ourselves up for a lot harder challenges in the near future or later on as our business starts to grow. So really sit down if you're a startup and figure this out. I know a lot of people do these business seminars. A lot of I get a lot of people doing homework before starting.

That's great. If you notice that you're struggling a little bit or you may want to shift your business, here's a great place to start. You know, weigh out all of your options. I also see a lot of people want certain areas know your demographics. That's a huge one. You need to know where that's going to be. So this is going to really help those problems in the future. If you're in one of these situations and it's not working, you may want to rethink where you're going to go. So the different cost, I always see this question also how much does it cost? Every area is going to be different.

Every situation is going to be unique, but what it comes down to is you just need to know what your costs are going to be to have a build out. That's going to be what it takes to transform your space. Do you need to furnish tools and equipment to make sure you have your budget going and stuff like that? Do you know what your utilities may cost you over time? Right we when we start with this, you can get an idea from the utility companies and get an idea of what your bills could potentially be, especially when you're doing that startup.

Every lease is going to be a little bit different. Or if you're waiting for a mobile unit or you're even doing stuff in your house, you're going to need to have a little bit of a buffer. So make sure you're planning for popup expenses and the timing this day and age. I'm telling you right now, I just did a build out. It's not. You know our plumber took three months to be able to come in. So keep those things in mind when you are looking, reevaluating your business or looking to start up budget, you need to have a budget.

How are you going to pay for these things? You want to plan for these because I can also tell you with my build out. It cost way more substantial money than what it was supposed to just from the plumbing alone, because things and problems are roads. So you need to know how much you're working with and how much wiggle room you have and try and come in under that so you're not starting off you know in the hole.

Even more calculate, we need to calculate our expenses and this gets really important. Later on when we start to expand and grow and we are doing pricing, which we'll go into next. But I think actually I know a lot of people underestimate the cost of running a business and some of these things can go ahead and be a little up and down like your consumables, your consumables are going to be your shampoos, your conditioners, your products that you're going to go through.

Towels, anything stuff like that you may have to replace. You're going to have to try in the beginning to come up with an idea of how much those are going to be, but we need to calculate how much are rent, insurance, utilities, gas, electric, water, depending what your lease is, taxes, gas. Loan gases for mobile You know if you have a loan? Internet credit card processing, phone calls, phones. Are you going to use your a landline? Are you going to use a cell phone? I always recommend getting a separate cell phone. An emergency fund? Huge you want to make sure that you are setting aside money that will go ahead and prepare you for later on.

There is nothing. More frustrating or scary when you're first starting up your business having something to come up. So you need to start planning ahead of time of having an emergency fund business banking fee is always a little bit more money retirement plan. And when we're talking about having a startup and where to go and have that monetary beforehand, we also want to make sure that we're able to cover at least six months of expenses. To be able to float our business a lot of times I see one of the biggest problems is that we think that we're going to be able to pull in clients right away and we may the way that new businesses tend to work because there's a lot of coupon buzz over something and especially dog grooming, there's a lot of dog dogs versus groomers or people who just haven't found their place you're you will get really busy.

Potentially within the first few months, but you have to really start planning for ahead of that. What if it slows down? What if you're in an area where there's snowbirds or it's a vacation spot? So these are all of these little things that we need to make sure that we are sort of thinking about to help eliminate bigger problems, snowball problems later on, so. When we calculate all of our monthly expenses, it's going to help us figure out our pricing. This one is huge that I see across the board. There's nothing wrong with sort of price comparing to see where your prices stand in your area, but you most definitely cannot charge what everyone else is charging in the area.

You may be able to depending on your expenses. But you really need to know what you're working with, so this one always drives me crazy. Or if you notice that you aren't making the paycheck that you want, or you're not able to set aside a rainy day fund, you're not able to do retirement. Another big one. You're not able to do vacations. That one's huge burnout is. Astronomical in our industry. And then you add in on top of that owning and running a business, it just goes up substantially from that point.

So to get ahead of the game or if you're struggling right now, then we're going to go ahead and take a few steps back and you're going to do all of your monthly expenses. You need to know that in order to price properly. And pricing will make or break your business, right? You see a lot of people who go out of business. I know a lot of people in my area, they were never priced properly. I actually have a employee that I trained.

She just closed her mobile business because she had to make that tough choice of how she was going to become more profitable. And if she wanted to put in that time and that effort and that energy and she elected to actually leave the industry and go back to what she was doing before. Typically I see this as a slow descent. You don't notice that, oh, maybe this month you're losing a little bit and that's normal or things like that. So it's usually slow that when things are slow, we don't tend to catch them right away. But you really need to keep and monitor almost daily. Your sales and stuff like that to make sure that you're within those limits of your business being healthy.

And then we also have to work on that. It needs to be caught quickly. So while it's the slow descent, it can go for months before we figure it out and it can be too late. So we're going to talk about the proper formula, the formula for proper pricing. Ok really simple, as long as you know your monthly expenses. Now this is really good for single groomer owner businesses, but this is where you're going to start everything off of. This is going to be even if you're adding an employees.

I know Angie did I think yesterday a employee payment and stuff like how to pay in a whole webinar on employees. This is going to be. This is where you want to start. So you're going to take your monthly expenses times 12 months and then plus your desired annual salary, including vacation pay. We need vacations. You're going to take that total and divide it by 50 weeks for the year.

So that's also including your two weeks time off for your vacation. It could be a staycation. It doesn't matter. You need your time off. And then you're going to take that total divided by the amount of hours you would like to work a week. Is that twenty thirty forty? What does that look like for your business? And then that total is going to be your bare minimum to charge hourly. Ok You still want to have some wiggle room, but that's just your bare minimum. Anything over that bonus. So this is what it looks like. Let's say you have twenty five hundred dollars monthly expenses times twelve months.

Plus you want to make 75,000 thousand for a yearly salary, which is going to equal 105 Divide that by the 50 weeks. Take that. Divide that by the 40 hours you work a full work 40 hour work week. So no matter what, you're going to have to charge a minimum of 5250 per hour needed to stay open and collect your salary. Anything over that and I picked, I want to throw this out there I everyone should strive for at least 75,000 thousand a year. And the reason why I say this is there are studies that show that once you hit a certain sweet spot of what your yearly income is, you're actually happier and you don't worry about money.

Now I'm saying 75,000 thousand depending on your area and your cost of living. Some areas aren't that way. I'm in Ohio. That's a very good income for this area. So take into consideration your area as well business expansion. So I see a lot of problems with business expansion. It's a tricky, it can be a tricky slope to go down because there's so many different variables that you can do. Are you going to hire? A groomer? Are you going to hire support staff? How do you want your business to look? Do you? You know what can your number sustain? What can you afford to do? This is where you want to go ahead and also get in with an accountant.

They will help you see what you can afford within your business. They'll tell you can you afford to have a receptionist at minimum wage or a livable wage? Same with a bather. How much does a groomer have to bring in? So every business and their models that you choose to have will have slight variances in calculated and calculating numbers that work for success. And what I mean by that is if you have a daycare that helps offset some of your cost as well.

You can afford to pay a groomer, maybe a little bit more. That's where you see your corporates are able to do that as well. Now, it could eat into your profits when it comes to the grooming side, but if your numbers are making sense on your daycare or boarding, that's where an accountant will really help you crunch your numbers to see where you stand at payroll. Payroll is. Yes, it it's very direct on what you need it to be at in order to profit. Payroll should be at least around or be around 30 to 35 of gross revenue.

It can be hired depending on your business model without harming profitability, especially in the service industry. But there are lots of variables within these percentages. My numbers are a little skewed because it does include my salary and my husband's salary. If we take ours out, we're closer to that 3035 %, but with ours it's a lot higher. So once again, an accountant, but this is starting right. These are where the problems lie. You can't pay the grammar 50 %. And be able to profit and grow, expand and have a healthy business. So that's why you need to go ahead and know where your numbers stand. Your goal should always be provide a livable wage to cover your expenses and to turn a profit.

What those numbers look like within your business is what you are going to sit down with your accountant for. So if you have those as goals, you'll be able to price properly. You'll be able to offset these problems in the very beginning by doing all of this. So you're in your business, you're paying 50 %. This is what I get a lot of. You're paying 50 % and you're having issues with your cost and your expenses and all that other fun stuff. You will need to sit down and really figure out where your percentages lie. And how to go ahead and fix those? Do you have to raise? Do you have to eliminate some of your employees and the jobs and stuff like that is so.

There's a lot of different ways that you can go ahead and work with it, though. It's not you're not stuck. A lot of people think that they're stuck. So just remember that when it comes to the payroll, not a numbers person, not a problem. Because you know what? I wasn't a numbers person either. That's what accountants are for, enrolled agents. You want people who are on your side. It's very much an investment for you, a very good investment, and it goes into your monthly expenses. I'm going to toss that in there too. So you want not a numbers person, not a problem.

Just go ahead and hire somebody who is skilled at it and that way they can go ahead and help you crunch your numbers. I do have a gift for anyone who is. I'm not an accountant. I want to throw that out there. This is just to see where your numbers are it percentage wise. So I have a gift for anyone who's attending this seminar. If you email me at the ambitious groomer and put in the subject line free money analysis worksheet, I will send you a form that you can go ahead and send back to me and we can just see where your numbers sit percentage wise.

So just something a little. A little gift for me to give you guys to go ahead and help you out problem solve payrolls and your business expenses. The next section or category we're going to talk about is operational. There's so many things that I can go into with operational. When I said I was very ambitious on this one, this I could go on and on and on.

But I'm going to start with branding is the essence of what your business is. It is your distinct identity and the reason why I'm starting off with branding when we're talking about problem solving, we typically and taking charge of your business. We will typically skew away from what we believe in when we feel like we're going to struggle or we're going to upset people or. We are emotional thinkers, right. That's we work with pets. We that's what we do. We're emotional thinkers. So having a strong brand and a strong identity externally and I use external and internal. External is meant for what you are branding out into the public.

That's what's bringing people into your salon. That is what's growing your business and the money coming in. So you have your external branding. Internal branding is actually what you offer inside your business and this would be for policies and procedures for employees and stuff like that. So having a really good strong brand helps eliminate a lot of problems that pop up because with your brand's identity. You are able to say what works for you and what doesn't work for you and you're going to catch those right off the bat.

So I like to have a really strong branded presence and that one is huge to sit down and really hash out your branding clients. I bring this up because we talked about the external branding clients make or break us, right? They are the core of our business and we struggle with them because we want to work with dogs for good reason and that's okay. But you know, clients are unnecessary evil. So I see a lot of struggles with how to handle clients and how to uphold your brand and to have and actually how to have a backbone.

And to be able to stand up to clients for what you believe, because we're the professionals and not what they believe because of what they've read on the Internet. So they can make us feel like 1000000 bucks or they can overwhelm us by acting or being entitled and push back. It's really easy, especially at a startup early on or as time progresses, if you get a lot of clients like, there's one whole like. My business tends to go up and down, so we have really good clients. And all of a sudden I noticed a spike in clients that are just angry. Just human beings that are angry. Not even clients, just human beings being angry.

And then we go back and we level back out again when we have those high moments of maybe angry clients coming in and it has nothing to do with us. It's whatever's going on in their personal lives. It's very easy for us to waver on the things that we have, especially later on we'll talk about no show fees and stuff like that. If we're having those strong boundaries, it's really easy for people to push back and we sometimes came in right.

So I like to have defined policies, clearly communicated and upheld. We can eliminate up to 90 % of the main problems that tend to arise. When we eliminate the 90 % of problems that arise, we are able to move forward within our business and actually focus on the things that are more important to grow. So huge one I see all over the place, so many different ideas, loss of income on no shows or cancellations. Define your brand's idea of a no show or cancellation is a last minute cancellation. 24 hours, 48 hours before an appointment is a no show. So we call 15 minutes afterwards just to see if they're on their way.

Doesn't mean we can take that, but we do like a little check in just in case we don't. So we don't have a surprise in a few minutes. But you know, if they we can't take them, they're considered a no show. Anything that's lost income from them just not coming in, but we have that very, you have to have that very well defined across the board, so it's fair for everybody.

And then you're going to want to go ahead and brainstorm ways that will help you solve this problem. Is there a fee? What amount people are doing deposits now for new clients? There's so many different avenues. What works for you? And what is going to build your business behind what you stand for? Technically, a no show fee or last minute cancellation should be the full appointment. Some people aren't comfortable with that.

I use my no show cancellation fee just as a way to get rid of clients, not necessarily to make up that lost income. So that's sort of how we look at it. That's what I can stand behind currently we do i reevaluate a lot of this stuff once a year to make sure that I'm still staying true. Is there a way that we can do it better and go that route instead? So I will revisit these once a year, beginning of the year, slow periods, right after Christmas, maybe January.

I don't have too many slow periods, but it is a little bit of a breather so I'm able to. And what kind of consequences? There always has to be consequences for these things that you're going to have to uphold. So is it like 3 strikes? You know, first, no show is one thing. Second, no show. You get the idea, Are you going to have zero tolerance? But you really want to sit down and work with what resonates with you because that's what's going to last longer than trying to be someone that you're not. And i had a really hard time with that because you hear what you should do.

But that works for other people. So make sure you're doing what you want to do within your business. Pricing Okay, another huge one, right. We have price when we do our pricing, we already know what minimum we have to do that may be more or less than your normal in your area. So we do. I had a hard time, I'm going to tell you this right now. We have a hard time.

And when we are the ones in charge of pricing, right, it is so easy. My clients I'm not going to find. So my clients I've been doing like 20, I don't know twenty six years and they are probably the lower priced ones because I have an emotional attachment behind it and I shouldn't. Now I also would like to be clear that I don't need my income. My dogs are not contingent on my business whatsoever of failing or succeeding. So I have a tendency to not care if mine don't show because that's extra time off.

But start up, I had to care because those dogs, if they didn't come in and I only had five scheduled and I'm trying to build my clientele, that's huge. So even though I can get away with it now does not mean that it's something that you can do right off the bat. And I see a lot of people do that right off the bat. You know, clients aren't shy in voicing their manners and we don't like conflict. And you have to keep in mind clients are emotional with this too.

They really don't understand our jobs and how much goes into it. So it can get very discouraging and very easy for us to not uphold them. We know what we have to, but when we define it and put it in writing, we now have a We have that. Spine that we can go ahead and say Nope, these are the rules that I have for my business to succeed. Discounts are another tricky problem that i see a lot of people will offer either too many some people. General rule is you shouldn't offer discounts. I do offer discounts for two different reasons and it's easier for my employees to price out puppies.

And it is also used for clients who come in every four to six weeks and they go from like a summer to a winter and they want that one time of grow out. We'll get almost like discount my puppy discounts 25 % off of the whole price of what an adult price would be. My VIP growing out from a shave down or whatever they're going a little bit longer in winter is 15 % off.

Their regular price does not come off of my groomer's pay. That they get their whole pay off of it is just something a little that i offer to make our brand stand out a little bit more so, but they're very clearly defined. So when I do discounts, I make sure that clients know exactly why they're getting it. Their ones their grow out one is only one time. So they cannot keep coming in for six months and saying that they're growing up. That's not how that works. And then we do have the talk that our it's about time, but it's all about time and what our prices are based at.

So you also need to make sure that these discounts will fit into your original numbers to keep your business healthy. So don't you know don't do these just to get clients in the door, do them for very specific reasons for your brand, price increases, price increases. Must match or go above the increased cost of living percentage of that year. So there's not a right or wrong way of telling clients. These are the main problems that I see your price increases. There is not a right or wrong way of telling clients we don't owe them to that. We don't owe it to them to tell them.

But it can't save a lot of arguments and friction in the very beginning. Is your brand customer satisfaction based or client customer service based like a very, you know, high end? Then give them the benefit of the doubt and give them, you know, at least a little bit of a window with a sign or an email or something. It shows good spirit, it's not necessary, it's not a necessity.

The other thing, and we're going through price increases right now, and some of ours are pretty hefty because we're making sure that as we're raising prices and having a lot of ladies, some of the prices aren't adding up to the amount of time that it takes for the dogs. And we're calling people ahead of time and we're telling them, listen, your price is going to go for like up 50$ and we're not apologizing, I'm not apologizing that we're raising our prices.

But we are very sympathetic that we understand that it could be more money than what they can afford and that we understand that there are cheaper options out there that they don't have to feel obligated to stick with us. The other thing that we're doing is trying to come up with some of these dogs doodles, some of these doodles that are taking up to three hours. Is there a way that we can cut down on that time? Are they getting a one inch all over or longer? You know, is it a hand scissor to where? Well, if you go shorter, it'll cut down that time, which we could stay in maybe a different price bracket.

Lots of options with price increases, never railroaded one or the other. But you need to make sure that your price increases match or go above the increased cost of living percentage of that year. Because if you're only raising a dollar or two dollars, once again, main problems that I see across the board refunds. Another sticky subject no one likes to give that there is a need every once in a while.

I've learned this. You can't have two stricter rules. We have to have some great areas, so I like to plan for these ahead of time. What am I going to? I don't want to have an upset client calling me and in an emotional reaction, right? I'm a proactive person. When we react, what we're going to go ahead and do is we're going to make decisions hastily and they may not be the best decisions or we may be making a situation worse. So I like to plan ahead of time for refunds. I have very specific terms of when a refund is going to go ahead and be given and I will listen to a client.

You have to listen and have very good communication skills. So I define the terms of what makes a refund and then I also have repercussions. I will tell you, if I'm refunding your money, I have one person that I allowed to come back. She was being actually very reasonable. But if I refund your money, you're not welcome back at any point. You are a fired client. Most of the time. If they're upset or anything, they're not coming back. But I have that rule just so I don't have to deal with repeat offenders. I see that is always a discussion too.

Of people who see that, you know, they've bent over backwards and all these other things, corporate, corporate has been, you know, not necessarily the best thing. I think there's a lot of good things that come from corporate. I really do it within our industry. But when you have satisfaction guaranteed type policies, it is harder on a small business level. So that's why having really strong deep defined refund policies is going to be huge.

Great guidelines. This is another huge one. So controversial on certain things. Our industry has a lot of variables to do our jobs and I see that we struggle with, should you be doing the same thing as the next person or people asking what they should do? You know, where does your brand and your business stand? And that's going to help. Problem solve a lot of problems before they even start. So we want to have, we want to know where our brand stands and our business stands and why clients. It is so much easier to be able to communicate and problem solving and working with the public.

Working with employees is a lot of effective communication, effective listening skills and effective problem solving skills. So I like to have I need everyone to know where I stand, where my business stands on, let's say, Dematic or fleas or earplugging anal glands. And I define why I stand with that and why the business stands with that. I don't ever ask rumors to do what they naturally wouldn't. We don't do your poking or anal lens. I have guidelines on those as well. I don't necessarily care if the place that someone came from beforehand does it. This is just the ways that my business and my company does things.

And I've been all the way down to like bandanas. Like are we putting bandanas on every docs? I mean, there's so many different guidelines that our trade has. That is, this is where I say build your business for the brand that people stand behind. Because the next person down the road is going to have completely different matting procedures, completely different outlooks on anal glands and ear plucking and you know, sick dogs coming in or vaccines or there's so many different variables. So when you build. These foundations on your business and what you stand for, you problem solve a lot of things before they even start and if a client doesn't like it, you have it on your website.

You're already reading out people who may not fit your brand or your ideal client. So these are a lot of the huge issues that I see when it comes to operational. Problems popping up on Facebook or feedback that I get or things that I struggled with when I started. I didn't have necessarily a matting procedure or policy when I started because it was just me. But as you grow, if you grow with employees, you're going to have to put these in a defined term so that everyone in your business and your organization will go ahead and uphold your brand.

Solves a lot of problems. And you're taking charge of your business because you are now running your business the way that you want it to run, even with adding in new people. So these all of these different things are great, right? But if we don't communicate and uphold them, they're never going to stick. And that really defeats the purpose, so of doing all this hard work of defining and trying to fix these problems, so.

Bar is your system set up where you have a signable consent form, and I'm one that I will cover a lot of different bases, right? If it's something really important, I'll put a sign up and you can do an email blast or a text message blast. My signable consent forms that every client has to sign. Has every single one of these policies and procedures defined? Do they read it? No, they don't read half of it.

But what I can say is you sign this and this is what you signed to. So this is the IT has my no show fees, it has everything to find in there what a no show and cancellation is. Social media is a nice way to go ahead and put that out, you'll hear however you're trying to use your social media. It may not be the way that your brand uses social media by putting these things out there, but every once in a while if it's something big.

Pop it out there and make sure that everyone sees it. If you have an email, list like, i said signs. I know Angie, I don't know she's watching, but I love Angie and her price increase. She just has a sign up year round. And I love this idea. I'm going to start it. By the way, I'm stealing it. Angie, I'm going, she has, you know. There will be a price increase in January and it is up 12 months out of the year. You know what's really cool about that is that it makes sure that she enforces her own rules of having that price increase and she doesn't forget.

Because how many times do you see people forget that they didn't raise their price in five years or they just, you know, so I love that. And then make sure you're enforcing your rules. If you have really strong rules that you are going to stand behind, I can tell you right now I can in a heartbeat defend any kind of bad review or negative comments that I get at thrown at me if someone doesn't like one of my policies or my procedures.

So it's really easy for me to enforce it because I'm not afraid of the backlash that I can get. If I have all my employees, as long as they're doing their job and they're following all of it, I'm going to say I'm sorry. We don't do map dogs because of humanity. So if you want to go ahead and blast me that I should've done your dog, cool. I can go ahead and come up with something because I already have all of that defined and the clients already can see where I stand.

So it's really easy for me to enforce my rules. And that's another hard thing for us to do, is enforcing our rules. Employee management. This is a loaded one. I absolutely love having employees. It's a whole different ball game. It's a whole different piece. But there's a lot of problems that arose with this. And this is something that I see constantly across the board as well or that people have expressed to me when I, you know, this is the biggest problems and complaints that I see. So I'm going to tell you, most of the time it is our shortcomings that actually make it harder for us to have employees and that's a really hard pill to swallow.

And the four main things that I have narrowed these down to is employer struggle with lack of direction and lack of organization, lack of follow through. And the biggest one, lack of communication. So we have a huge role when it comes to problems and overcoming those problems and taking control of having the staff. And these are the four shortcomings that we typically fall into direction. I'm huge with the mission statement, if you've ever been to any of mine. I love mission statements. I love my wife.

And what I always like to tell everyone is everyone most people have the problem of employees won't hold up to what my Business Standard is Okay. Do you have a mission statement of your why and what your business stands for? And if I can tell you in a class of I easily only get up to five people who have a mission statement that raised their hand in my classes. So if you don't have a define why you have your business and what your business stands for, how can you expect anyone to uphold that? It gives them the guidelines to follow their jobs through and what your business stands for. And they may not even be the type of person who fits within your business if they know what your mission statement is.

And we could have eliminated having a problem before any of this happened. So mission statements huge. Two to three sentences, just a little bit about what your business stands for. Look it up. Google it. I didn't go into mission statements here on this slide or in this presentation, but you can Google what a mission statement is and come up with one of those so that everyone can be on board. And when you get stressed out, burnt out, you don't know what direction you want to go. You can revisit your mission statement. It's a great tool to have for yourself. What are your short term and long term business goals You sort.

You need to know what those are. You don't. I mean, you should have some idea. You know, the more specific you get it can help out in the long run. I'll tell you right now, I'm not that person who has very specific goals. I knew that I didn't want to be the only person I didn't know. It would look like me having three locations, but that's where we're at and I just sort of roll with it. But you need to know what directions you're going because how can you fix problems, add employees and add the team if you don't even know which direction your business is going to go.

If you already have employees, knowing your employees goals are huge too. I there's a place for everyone in my company. A Vader can stay a Vader if they want to learn how to move up. I help with that as well. But there's always a place one groomer may just be happy doing doodles and double coats their whole entire life, and that's cool. They have a place with me or I've had people who are just ahead the one day a week. I don't really care, but I like to know what their goals are so I can go ahead and help them and my business grow smoothly organization this is a huge one.

I slacked on this one for, oh, probably the first two years when I tell you I did the wrong things. I did the wrong things. I was not that organized. So handbooks, you know, do you have defined policies and procedures across the board, whether it's dealing with clients and what your external policies and procedures are or your internal policies and procedures? And both are equally important when we talk about employee management, because without the defined. Policies and procedures for your for your clients. You don't have anything for your employees to go off of and now you're starting to have problems.

So this is making sure that you are in charge of all of those beforehand. Is this easily accessible? Do they have copies? Do you have them readily available if they need it? Do you have a strong like onboarding process that will go through? The things that are important to your business to help proactively stop things before they start. Are they trained to your standards? Training is a difficult one time wise, right? We tend to oh, we have a groomer. We're just going to toss them and they're going to get dogs. I'm guilty of this. I don't set aside a lot of the time. I underestimate the amount of time that I have to set aside to train somebody to live up to my business brand.

So organization, getting training down, follow through huge one. When I say if you're having employee problems, I'm like do you have to find rules and if people don't raise their hands or do you have to find consequences? What are your company's disciplinary actions and how do you plan to carry them out? I once again was that person. I add an employee where all adults, everyone can clean. Well, you know, I don't need to worry about any of this. I only have one employee. I don't need a handbook. Wrong answer. I actually have a code of conduct that actually goes through how you will treat people that everyone signs because of one of my very first employees I ever hired.

And I didn't think I would have to do that. So I have a code of conduct and how you are to conduct yourself with other coworkers and treat my equipment and stuff like that all. That everyone signs when they get on boarded. Communication huge. And this is where I think we struggle the most. I know I do and I did. I learn every day how to communicate better. But being openminded, being observant, listening is huge. I'll tell you what most of the My employees don't even think I'm paying attention. I could be in a room for not even. I could be like just walking through the room and the mass amounts of stuff I'm paying attention to.

What kind of mood is it? What kind of talk is there? What kind of conversations going on? Is there someone complaining it was their client? I mean, there's so many things. I'm just, I'm watching how the girls are grooming. I'm watching how they're handling. I'm making sure, and this is just me quickly walking through. So I'm listening and I'm being observant going through, but they don't think I actually am. I'm just sort of like off in my own world because you learn a lot more when you walk through and they don't think you're listening or they don't think you see them.

You actually learn a lot. As far as that goes, emotional control, huge. You know, when we're angry, if we don't want to take it out on them by any means, you know, like we this can be a huge struggle when we have the weight of the world on our shoulders, when we have the expenses and the clients and the employees, and it's a lot. So trying to figure out how to ground yourself before you even start talking and stuff straightforward a lot of people have a hard time with being assertive, right We it.

It's society has frowned upon it and that's a shame because we need to be straightforward to get what we need across. But we have to do it in a very respectful way and that's how we're going to help stop a lot of these problems with employees right from the get go and then different forms of communication, so. How are we going to spot these problem areas? I went through a lot of different problems, a lot of different ways to go ahead and become proactive instead of reactive with them.

But the key, like I said in the very beginning, was how are we going to spot these problem areas before they snowball into huge things? And there's four different things that really stand out that can go a long way and analyzing your business and taking a step back. It really helps to see if you are hearing that clients are constantly complaining about not knowing what your matting is or what your pricing is. Do you need to learn how to communicate that a little bit better? Are they not Like we have a VIP program to try and get people to do every four to six weeks and we were not explaining it to a way that clients can understand and when we started seeing this repeat.

Of clients not understanding it. I knew it wasn't the clients. I knew that it was us not being able to communicate properly what this entails. So you really want to analyze the problems that are that you're hearing these negative things that pop up. An outside perspective is great. I couldn't tell you how nice it is to run by other business owners with employees or other, just business owners of just getting a different perspective.

When you have open communication, proper communication with your staff, they're more apt to open up. I also have a really good rapport with my clients. I speak to them in a very business, professional manner. I don't do like I said, I don't apologize. I'm very direct but sympathetic at the same time and then like I said, with the look for repeat mistakes. You know, are you having a turnaround or turnover on your bathers? Is it because they're not learning fast enough? Is it because you want to look for repeat mistakes? That always comes up to being something that we are, that we could potentially fix.

Sometimes we can't, but for the most part we can go ahead and if we can be in these four areas, just be very observant and try these different things, we can go ahead and take. Our business back, sometimes we lose it amongst the clients and the employees then and just life then we get overwhelmed and then we can take control back. And once we can do that faster, we get into that habit, we can spot them a lot easier as they arise in the future and then we're able to work on our goals that we want for our business a little bit easier Okay.

So I know that was a lot. It was just jam packed. I could have kept going as I was doing all of this. So I'm going to put this up here too yeah so that is how to take charge of your business and making sure that we can spot those problems a little bit faster. Okay, that was wonderful. So, well, give a minute for questions yes oh, yeah, definitely. And Chris will be here in a half hour for the very last class of the of this summit.

And I see, am I able to see chat? Oh hold on, I didn't have chat up. okay i don't see any questions and I want the energy. I want you to not go anywhere once I end this up. No don't wanna do that. I just wanna stop recording.