

YOUR ROADMAP TO A THRIVING BUSINESS



IDEA

RESEARCH & LOGISTICS

- Getting clear on your mission
- Who your ideal clients are
- Research similar local businesses
- Decide your services & prices
- Work out logistics
- Training

OFFICIAL STUFF

- Register with HMRC
- Essential forms & documents
- Decide what your policies & procedures are
- Legal Stuff
- Public Liability Insurance

GETTING YOURSELF OUT THERE & BEING VISIBLE TO IDEAL CLIENTS

- Branding
- Name & Logo
- Set up website & social media
- Advertising online & offline
- Know, Like & Trust

FIRST CLIENTS

- Start receiving queries
- Meet & Greets
- Get them to fill out client agreement forms / T's & C's

IMPLEMENT POLICIES, PROCEDURES & BOUNDARIES

- Let new clients know what your booking system is
- What your payment policy & procedure is
- What your cancellation policy is
- Any other policies & boundaries
- Stick to these

BE AMAZING AT YOUR JOB & PROVIDE QUALITY CARE FOR THE PETS

- Engage & communicate with current clients
- Give the best customer experience
- Look after your physical & mental health
- Keep learning
- Keep posting & talking about your business

HAPPY CLIENTS WHO TALK ABOUT YOU

- Repeat custom
- Recommendations
- Word of mouth

A THRIVING LONG LASTING BUSINESS

