



Ideas for Generating Revenue

here are just a few ideas to consider during the COVID-19 pandemic while your current operations have been reduced or closed

- Private dog park – highlight social distancing availability, outdoors, one on one for families (could be families bringing their dog, or you could have drop offs and you play with the dogs)
- Private indoor dog park (could add an obstacle course or other fun equipment for people to use). Same as above but indoors.
- Videotape enrichment “how tos” and sell the clients for a monthly fee (or add them to your membership program. Post in FB once a week (or do these on zoom calls)
- Rent out enrichment equipment – Klimbs, agility equipment, puzzle toys etc to let your clients try at home – if you aren’t using it, let your clients use it
- Stuffed kong delivery service – drop off/pick up once a week
- Virtual daycare – provide a few activities each week on FB or via email that your client can do with their dog at home. OR, have them log in at a certain time and you work on exercises together
- Gift cards – offer gift cards for future services worth 20% more than the value (for instance sell a \$100 gift card worth \$120 in future services). As a bonus, tell everyone who buys \$100 they will be entered into a drawing for a month of services (or something else worth a lot from your business)
- Contact first responders and all the companies still working and offer your services for 20% off (grocery stores, medical personal, health workers, utility companies, etc). Make lots and lots of individual calls to these companies to get the word out
- Conditioning exercises “how tos” – similar to enrichment ideas listed above
- Pick up/delivery of dogs to the center if the owner doesn’t want to go out of their house
- Dog Box – package a toy, treat and game in a box to delivery to client each week while they are at home so they can do something fun with their dog at home
- Poop pick up service at client’s home
- Concierge services for people who don’t want to or can’t leave their house (pick up groceries, medicine, etc)
- Dog walking services if pet parents are at home with the dog but don’t have time to walk them
- Online pet first aid classes
- Online dog training classes if you have a trainer on staff
- Online trick classes (offer your own or use The Dog Gurus class and you can offer that to your clients). www.TheDogGurus.com/Tricks
- Canine body language classes – teach your clients how to read dogs (if you have Knowing Dogs, use some of those modules! Share your screen on zoom)
- Trick of the month opportunity – send one video each month and create a facebook group where people can share their progress with their dog
- Facilitate pet parent groups where you can get engagement for any of the revenue stream ideas listed above and add value to whatever you are offering

- Create a “pay to play” competition for your client with fun activities (think Daycare Games but for pet parents)
- If people are willing to bring their dog to your facility but don’t want them playing in groups offer individual activities to their dogs
- If people are still coming to daycare offer parties to generate more attendance. How about a “you can’t go on vacation, but your dog still can” kind of party
- Information series of short videos/webinars (on facebook or zoom) such as
 - How to stuff a kong
 - Favorite toys for dogs
 - Best leash/harness for dogs
 - Best treats
 - All about nutrition – talk about finding a good food for your dog
 - Off leash play safety (using Knowing Dogs 201 if you have that)
- If you offer grooming do a push on bath/nails.
- Sell products that you have in your store, but offer delivery
- If you don’t sell products, set up an amazon affiliate account and sell products via your amazon affiliate links
- Sign up to be a Blue-9 dealer and sell their products (Klimbs, Balance Harness, etc). You get the money upfront and then order. Blue-9 will drop ship to your client

Pricing Your New Services

- Be sure you know how much it costs you to provide the service (admin time, customer support time, labor, supplies, etc)
- Price it to cover your costs and make a profit (at least 10% but higher is better)

Promoting Your New Services

- Emails
- Social Media
- PHONE CALLS!
- If selling virtually is something new to you, Lori Davis from Paramount Success Group has agreed to work with pet care business owners to discuss strategies and to write a customized promotional piece for you. For \$99, Lori will conduct a strategy session with you and will create a customized and compelling promotion email that you can use in your business. I know you are probably thinking you don’t have \$99 right now, but I can assure you that spending \$99 to strategize with Lori and have a letter written by someone who teaches communication and sales in the pet industry will more than pay for itself in additional revenue. You can contact Lori at [Paramount Success Group](#) and tell her The Dog Gurus sent you! Her \$99 fee is hundreds less than her normal price, but she really wants to help facilities like yours during this crisis!

Other thoughts

- Take lots of photos of anything you do! Promote! Promote! Promote!
- Give incentives to your teams if possible so they get a percentage of bookings for anything being scheduled. Maybe they get a party at the end!

