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## How to Add a Membership Program to Your Dog Training Business

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### Learning Outcomes

1. Understand why memberships are beneficial to your business
2. See examples of membership options
3. Learn how memberships can generate additional revenue from existing clients



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### Follow The Trends

- Trends in society can often be mirrored in the pet industry
  - Resorts for people – Kennels changed to resorts
  - Spas for people – Grooming changed to spas and salons
  - Fitness for people – conditioning and fitness for dogs
  - Montessori schools for kids – daycare for dogs

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### Memberships Outside of Pet Care

- Wine of the month club
- Gym memberships
- Netflix/Hulu/Disney+ subscription
- Makeup box subscription
- Sock of the month subscription
- Amazon Prime



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### Memberships Are More Important Than Ever

- With raising staff costs, increasing expenses and staff hiring challenges, memberships are one of the best ways to safeguard your business against loss of revenue

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### Benefits of a Membership Program

- **Promotes Loyalty:** clients feel special as members of an exclusive club
- **Scheduling:** Allows you to schedule spots and guarantee they are paid
- **Generates revenue:** Provides additional revenue upfront to fund your program
- **Recurring revenue:** Monthly or annual recurring revenue which you can plan in your budget

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### Is it Right For You?

 You have a wait list	 You have the ability to customize some programs to individual dogs
 You get asked about services you can't offer to everyone	 You are overwhelmed trying to do everything for every dog
 You have space but aren't sure how to use it	 You have too many dogs and want to reduce the numbers for safety (but still make more money)

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### Getting Started

- 4 Steps to creating a membership or VIP program



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### Step 1

- List perks in your business operations that clients highly value – these are all potential benefits to include in your membership
- Examples:
  - Free evaluation for dog training clients
  - Office hours via zoom
  - Exclusive drop-off and pick-up hours
  - Priority reservations for special training classes or workshops
  - Special events exclusive to members
  - Small discounts on other services
  - Facebook Group

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## Step 2

- List existing low-cost products or services that clients highly value - these are all potential benefits to include in your membership
- Examples:
  - Baked treats
  - Special gifts or goodies on holidays
  - Special photos of their pets
  - Product reviews or discounts on products you recommend
  - Facebook posts
  - Report cards

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## Step 3

- For each benefit, determine the value of the benefit to the pet parent
- For each benefit, determine the cost for you to provide the benefit (don't forget to include labor hours)

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## Example

Benefit	Value	Cost
Priority reservations for classes or workshops	\$75 (\$25 per reservations, 3 times per year)	\$12 (one hour to send emails to clients/make reservations)
Free evaluation	\$150	\$50 per hour
Quarterly office hours (1 hour per quarter available for clients)	\$600 (\$150, 4 times per year)	\$100 (\$50 per hour)
Einstein Treats	\$21 (\$7 bag, 3 times per year)	\$6 (\$2 per bag, 3 times per year)

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### Step 4

- Select your final list of benefits you want to include in your membership
  - How frequently can you offer each item
  - What is their total value to the client
  - What is your cost to provide them
- Then assign a price for your membership (and frequency – monthly, annually, etc.)
  - Make sure you are setting a profitable price

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### Example – Could easily be a \$299 annual membership option

Benefit	Value	Cost
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Quarterly office hours (1 hour per quarter available for clients)	\$600 (\$150, 4 times per year)	\$100 (\$50 per hour)
Einstein Treats	\$21 (\$7 bag, 3 times per year)	\$6 (\$2 per bag, 3 times per year)
<b>TOTALS</b>	<b>\$846</b>	<b>\$168</b>

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### Make Sure It's Profitable

#### To Do List

- ① Make
- ② More
- ③ Money



- Value of the membership to the client: \$846
- Charge for the membership: \$299
- Cost for the company to offer the membership: \$168
- Profit: \$131 per membership

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### Step 5

- Once you have determined your membership you'll need to determine the following
  - Is the membership mandatory?
  - How will you track the membership and renewals?
  - When will you roll out the membership (remember to give yourself at least 3 months to train your team and promote the membership)

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### Ninja Tips

- Don't load so many benefits into the membership that you lose money!!
- Make sure your team clearly understands how to convey the value of each benefit so they can sell memberships for you.
- Write out a script for your team to sell the memberships
- Believe in the value you are providing



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### Other Membership Ideas

- Trick of the Month
- Ruffly Speaking
- Online education (access to your training content, handouts, videos, etc)

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### Next Steps

- Set time on your calendar to go through these 5 steps
- Determine at least one membership you can offer
- Implement your membership in the next 60 days

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### Questions

- [Robin@thedoggurus.com](mailto:Robin@thedoggurus.com)
- [www.TheDogGurus.com](http://www.TheDogGurus.com)



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