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**Content E-Book | March 6, 2024**



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# How to Simplify Social Media With ChatGPT

Stephanie Nivinskus





# HOW TO SIMPLIFY SOCIAL MEDIA WITH CHATGPT



SizzleForce  
MARKETING

AI CONSULTING | CONTENT MARKETING

STRATEGIC PLANNING | CMO SERVICES

Let's lower the intimidation  
level

## WHAT YOU'LL LEARN



- ✓ **WHY YOU SHOULD USE CHATGPT TO GENERATE CONTENT**
- ✓ **HOW TO CREATE AN EDITORIAL CALENDAR**
- ✓ **HOW TO CREATE POWERFUL TEXT POSTS**
- ✓ **HOW TO CREATE POWERFUL VIDEO SCRIPTS & PRODUCTION NOTES**
- ✓ **HOW TO CREATE ON-BRAND IMAGES**
- ✓ **BEST PRACTICES**





# WHY USE IT?



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# AI DOESN'T KNOW YOU

- What do you sell?
- Where are you located?
- Who is your target audience?
- What are your social media goals?
- What platforms are you using?



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# HOW TO CREATE AN EDITORIAL CALENDAR

## Theme identification



**You**

Give me some theme ideas for an editorial calendar I can use over the next 7 days



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# HOW TO CREATE AN EDITORIAL CALENDAR

## Theme identification

### ChatGPT

For Puppy Love Training Academy, focusing on themes that resonate with your target audience's challenges and interests would be beneficial. Here's a week-long editorial calendar with daily themes tailored to your brand and client base:

#### Day 1: Success Stories Monday

- **Content Idea:** Share transformation stories of puppies who went from chaotic to well-behaved thanks to your training. Include before-and-after photos or videos, and testimonials from satisfied owners.

#### Day 2: Training Tips Tuesday

- **Content Idea:** Offer valuable tips on common training issues, such as how to reduce separation anxiety or stop a puppy from chewing furniture. Use short, engaging videos or infographics for higher engagement.

#### Day 3: Wellness Wednesday

- **Content Idea:** Focus on the overall well-being of puppies, including diet, exercise, and mental stimulation. You could collaborate with a local vet to discuss important health tips for young dogs.

#### Day 4: Throwback Thursday

- **Content Idea:** Feature "then and now" stories of dogs that have been through your training programs. Highlight their growth and how training has improved their lives and their relationships with their owners.

#### Day 5: FAQ Friday

- **Content Idea:** Address frequently asked questions about puppy training, behavioral issues, and your services. This could be in the form of a live Q&A session on Instagram or Facebook, encouraging real-time interaction with your audience.

#### Day 6: Social Saturday

- **Content Idea:** Encourage your community to share their own puppy photos and stories, possibly around a specific theme like "Puppy Playdates" or "Weekend Adventures with My Puppy." This can help build a sense of community and engagement around your brand.

#### Day 7: Self-care Sunday

- **Content Idea:** Emphasize the importance of downtime for both the puppy and the owner. Share content around relaxing activities they can do together, like leisurely walks, gentle playtime, or simply enjoying a quiet day indoors. This reinforces the idea of a balanced lifestyle that includes quality time with their pets.

Each day's theme is designed to engage your audience, provide value, and subtly promote your training services by demonstrating your expertise and the positive outcomes of your training programs.



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# HOW TO CREATE AN EDITORIAL CALENDAR

**Build Out The Themes For 30 Days**



**You**

I like these ideas. Create an editorial calendar for me for the next 30 days. Put it in table format.



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# HOW TO CREATE AN EDITORIAL CALENDAR

## Build Out The Themes For 30 Days

Day	Date	Theme	Content Idea
1		Success Stories Monday	Share a detailed success story of a puppy who overcame a major behavioral issue with your training.
2		Training Tips Tuesday	Post a step-by-step training guide for teaching puppies not to beg for food.
3		Wellness Wednesday	Discuss the importance of a balanced diet for puppies and how it affects their behavior.
4		Throwback Thursday	Feature a "Where Are They Now?" story of one of your first training graduates.
5		FAQ Friday	Address common misconceptions about puppy training.
6		Social Saturday	Host a photo contest for the cutest puppy pose, with winners featured on your profile.
7		Self-care Sunday	Share tips on creating a peaceful end-of-day routine for puppy and owner.
8		Motivation Monday	Share motivational quotes or stories related to pet ownership and training.
9		Training Tips Tuesday	Focus on leash training tips for urban puppies in busy areas like downtown San Diego.
10		Wellness Wednesday	Offer advice on puppy-proofing a home to prevent destructive behaviors.



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# HOW TO CREATE AN EDITORIAL CALENDAR

## Build Out The Themes For 30 Days

11		Throwback Thursday	Share historical facts about dog training or famous dogs in history.
12		FAQ Friday	Answer the top question of the week from your followers.
13		Social Saturday	Share a community event or puppy meetup happening in San Diego.
14		Self-care Sunday	Suggest ways to relax with your puppy at local pet-friendly spots.
15		Success Stories Monday	Highlight a puppy that learned a unique trick or skill through your training.
16		Training Tips Tuesday	Provide insights on how to handle a puppy's first visit to a dog park.
17		Wellness Wednesday	Discuss the mental health benefits of owning a well-trained puppy.
18		Throwback Thursday	Share an old, humorous ad or post from when your academy first opened.
19		FAQ Friday	Discuss how to choose the right training program for different puppy personalities.
20		Social Saturday	Feature user-generated content of puppies in their favorite training gear or apparel.



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# HOW TO CREATE AN EDITORIAL CALENDAR

## Build Out The Themes For 30 Days

21		Self-care Sunday	Tips on integrating puppy training into a busy work schedule without stress.
22		Motivation Monday	Share stories of how training has strengthened the bond between puppies and owners.
23		Training Tips Tuesday	Explain the benefits of crate training and how to do it effectively.
24		Wellness Wednesday	Highlight the importance of regular veterinary check-ups for behavior and health.
25		Throwback Thursday	Post a throwback to a successful community event or class you've hosted.
26		FAQ Friday	Clear up common myths about puppy behavior and training.
27		Social Saturday	Invite followers to share their Saturday morning routine with their puppy.
28		Self-care Sunday	Offer ideas for DIY puppy toys that help reduce anxiety and boredom.
29		Success Stories Monday	Feature a "puppy graduate" of the month, showcasing their progress and achievements.
30		Training Tips Tuesday	Close the month with advanced training tips for puppies ready to learn new skills.





# WRITE THE POSTS



**You**

Write the first 3 posts for Facebook. Add hashtags and emojis.



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## Post 1: Success Stories Monday

### Success Story Spotlight!

Meet Bailey, a spirited beagle who loved to express herself a bit too much through her barking! 🐶

🐾 After joining our training program, Bailey learned the art of quiet time, transforming her relationship with her family and neighbors. Swipe left to see Bailey's journey from bark to hush! 📱



Bailey's family can now enjoy peaceful dinners and work calls without unexpected serenades. A big round of "appaws" for Bailey! 🐾

👉 Got a similar story? Share it with us using #PuppyLoveSuccess 🐾

#PuppyTraining #Beagle #TransformationTuesday #BarkNoMore #PuppyLoveAcademy

## Post 2: Training Tips Tuesday

### Training Tip Tuesday: Stop the Chew! 🐾

Is your favorite pair of shoes now a chew toy? 🐾 We've got you covered with tips to keep your belongings safe and your puppy happy!

1. Invest in chew toys that keep your puppy engaged. 🐾
2. Puppy-proof your home by keeping tempting items out of reach. 🏠
3. Use positive reinforcement to reward non-chewing behavior. 🍌👏

Remember, patience and consistency are key! 🐾 Share your chew-proof success stories with us!

#TrainingTips #PuppyLove #NoMoreChewing #PuppyProofing

## Post 3: Wellness Wednesday

### Wellness Wednesday: Healthy Pups are Happy Pups! 🌈

Nutrition plays a HUGE role in your puppy's behavior and training success. A well-fed puppy is a focused and happy learner! 🐾 Here's a quick nutrition tip:

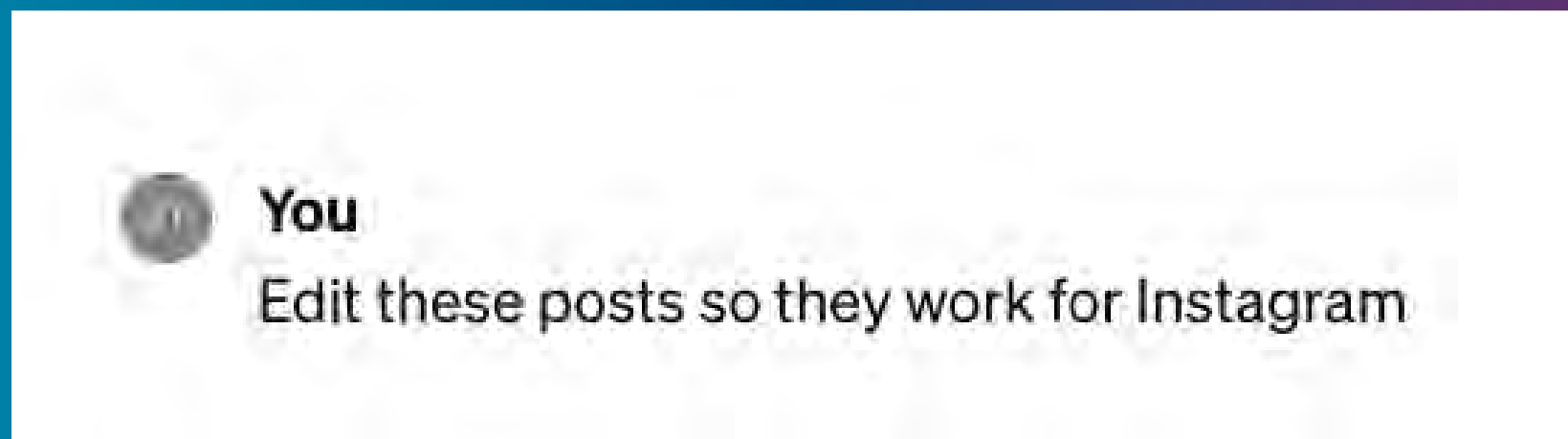
✅ Incorporate omega-rich foods into your puppy's diet to support brain health and training receptiveness. 🐾

Swipe for a list of puppy-approved, omega-rich snacks! 📱

Don't forget, a healthy puppy starts from the inside out. Share your pup's favorite healthy snack with us! 🐾 #WellnessWednesday #HealthyPups #PuppyNutrition #OmegaRich #PuppyLoveTraining

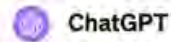


# EDIT FOR OTHER PLATFORMS



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ChatGPT

Certainly! Instagram posts often include more visual content and emojis, with hashtags grouped at the end for better engagement. Here are the edited posts for Instagram:

### Post 1: Success Stories Monday

Meet Bailey! 🐾 From a non-stop barker 🗣️ to a serene companion 🌿. Bailey's journey is nothing short of amazing! Check out our stories to see her transformation unfold. 📺

A big "paw-salute" to Bailey's dedication! 🙌 #PuppyLoveSuccess is all about these moments. Got a story? Tag us and share the love! ❤️

🐾 #PuppyTraining #BeagleLove #BarkNoMore #PuppyTransformation #PuppyLoveAcademy 🌈

### Post 2: Training Tips Tuesday

🔴 Chewed shoes? We've been there! Today's #TrainingTipTuesday is all about saving your sneakers and keeping those puppy teeth busy! 🐾👟

👉 Swipe to see our top 3 chew-proof tips and some irresistible chew toys your pup will adore! 📺

Remember, with a little patience and the right toys, your shoes can be saved! Share your chew-proof victories with #NoMoreChewing 🏆

🐾 #PuppyLove #PuppyProofing #ChewThisNotThat #DogTrainingTips

### Post 3: Wellness Wednesday

Happy #WellnessWednesday! 🌟 Did you know the right nutrients can turn your pup into a super learner? 🧠📖 Today, we're diving into omega-rich foods for brainy pups! 🐾🌿

👉 Swipe to discover the best omega snacks for your furry friend and why they're so important for their development! 📺

Let's make every meal count! Share your pup's healthy snack time using #HealthyPups for a chance to be featured! 🥗🐾

🐾 #PuppyNutrition #OmegaPups #SmartSnacking #PuppyLoveTraining

These Instagram versions focus on engaging visuals and stories, encouraging user interaction and content sharing. Remember to include high-quality images or videos that match the content of each post for maximum engagement.



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# CREATE SHORT-FORM VIDEO CONTENT



**You**

I want to make short-form videos with this content for TikTok



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# CREATE SHORT-FORM VIDEO CONTENT

## ChatGPT

Creating short-form videos for TikTok with the provided content involves adapting the key messages into engaging, visual formats suitable for the platform's dynamic and creative environment. Here's how you can transform each post into a TikTok video concept:



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# CREATE SHORT-FORM VIDEO CONTENT

## Video 1: Success Stories Monday - Bailey's Transformation

- **Concept:** A before-and-after showcase of Bailey's journey from a constant barker to a calm companion.
- **Video Flow:**
  1. Start with a clip of Bailey barking excessively with a text overlay: "Bailey's Challenge 🗣️🐾"
  2. Transition to clips of Bailey undergoing training, with quick shots of different training sessions, including positive reinforcements and achievements, accompanied by upbeat music.
  3. End with Bailey calmly sitting or playing, overlay text: "Meet the new Bailey! 🐾🌟  
#Transformation"
- **Call to Action:** "Transform your pup's story 🐾 #PuppyLoveSuccess"



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# CREATE SHORT-FORM VIDEO CONTENT



**You**

Add timestamps so I know how long I should have the camera pointing at each scene



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# CREATE SHORT-FORM VIDEO CONTENT



## ChatGPT

For TikTok's short-form video format, it's crucial to keep each scene brief and dynamic to maintain viewer interest. Below are the video concepts with suggested timestamps for each scene, aiming to keep each video around 15-30 seconds total.

### Video 1: Success Stories Monday - Bailey's Transformation

- **0:00-0:03** - Clip of Bailey barking excessively with text overlay: "Bailey's Challenge 🐶🔊"
- **0:04-0:12** - Series of quick shots showing Bailey in training sessions, about 2 seconds each, with upbeat background music. Include overlays like "Training in Progress" and "Learning New Tricks."
- **0:13-0:15** - Bailey calmly sitting or playing, with text overlay: "Meet the New Bailey! 🌟  
#Transformation"





# MAKE IT VIRAL



**You**

I want this content to go viral. What additional production tips can you share to help me reach my goal?



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# MAKE IT VIRAL



## ChatGPT

To increase the chances of your content going viral on TikTok, consider these additional production tips that focus on engagement, relatability, and shareability:

### 1. Leverage Trending Audio and Hashtags:

- Use popular songs, sound effects, and audio clips that are trending on TikTok. This can significantly increase your content's discoverability.
- Incorporate trending hashtags relevant to your content and broader trending topics to expand reach.

### 2. Engage with Viewers:

- Start a conversation in your video captions by asking questions or encouraging viewers to share their own experiences.
- Respond to comments promptly to foster a community and keep the engagement high.

### 3. High-Quality Visuals and Audio:

- Ensure your videos are well-lit and visually appealing. Use a good quality camera or smartphone for clear, high-resolution footage.
- Clear and crisp audio is crucial; consider using an external microphone if necessary.

### 4. Creative and Relatable Content:

- Craft content that resonates with your target audience's experiences or emotions. Relatable content is more likely to be shared.
- Use humor, cute elements, or emotional storytelling to make your videos more engaging and memorable.



# MAKE IT VIRAL

## 5. Strong Openings:

- Capture attention within the first 3 seconds with an intriguing or surprising visual or statement to prevent viewers from scrolling away.

## 6. Effective Use of Text Overlays and Captions:

- Use text overlays to highlight key points or add context, ensuring they're easy to read and not obstructing important visual elements.
- Captions can provide additional context or a call to action, encouraging viewers to engage or share.

## 7. Collaborate with Influencers or Other Creators:

- Partnering with popular TikTok creators, especially those in the pet or training niches, can introduce your content to a broader audience.

## 8. Timing and Consistency:

- Post during peak times when your audience is most active to maximize initial engagement.
- Maintain a consistent posting schedule to keep your audience engaged and looking forward to your content.

## 9. Use TikTok's Features Creatively:

- Experiment with TikTok's various features like filters, effects, and transitions to add creativity and polish to your videos.

## 10. Encourage User-Generated Content:



By combining these production strategies with your content ideas, you'll enhance the potential for your videos to capture the audience's attention, be shared, and potentially go viral on TikTok.



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# MAKE IT VIRAL

## Video 1: Success Stories Monday - Bailey's Transformation

- **Leverage Trending Audio:** Start with a trending sound clip that starts off loud or surprising to grab attention immediately, such as a popular comedic audio that can be linked to Bailey's barking.
- **Strong Opening:** The first clip of Bailey barking should be immediately engaging, perhaps starting mid-action to catch viewers off guard.
- **Creative Use of Text and Effects:** Use dynamic text animations and effects to make the transition from "Bailey's Challenge" to "Meet the New Bailey!" more impactful.
- **Engage with Viewers:** End with a question to the audience, "Has your furry friend turned a new leaf? Share your story! 🐾 #PuppyLoveSuccess"



# MAKE IT VIRAL



**You**

Recreate the short-form video content for video #1 using viral video concepts. Add timestamps.  
Put it in table format.



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# BEFORE AND AFTER



**ChatGPT**

For TikTok's short-form video format, it's crucial to keep each scene brief and dynamic to maintain viewer interest. Below are the video concepts with suggested timestamps for each scene, aiming to keep each video around 15-30 seconds total.

**Video 1: Success Stories Monday - Bailey's Transformation**

- **0:00-0:03** - Clip of Bailey barking excessively with text overlay: "Bailey's Challenge 🐶🔊"
- **0:04-0:12** - Series of quick shots showing Bailey in training sessions, about 2 seconds each, with upbeat background music. Include overlays like "Training in Progress" and "Learning New Tricks."
- **0:13-0:15** - Bailey calmly sitting or playing, with text overlay: "Meet the New Bailey! 🌟 #Transformation"

**ChatGPT**

To enhance Video #1 for virality, here's a revised plan incorporating the discussed viral video concepts, complete with timestamps for each scene:

Timestamp	Scene Description	Visuals & Audio	Engagement & Effects
0:00-0:03	Start mid-action with Bailey barking loudly at something off-camera.	Close-up of Bailey barking, possibly with a humorous, exaggerated sound effect to grab attention.	Use dynamic text overlay: "Bailey's BIG problem 🐶🔊"
0:04-0:06	Quick cut to the owner's playful yet frustrated reaction.	Owner covering ears, mouthing "Oh no!", with a popular comedic sound clip.	Add a text bubble saying, "Every. Single. Day!"
0:07-0:10	Transition to Bailey wearing a training vest, ready for a change.	Bailey sitting with a training vest, looking eager. Background music shifts to something upbeat and hopeful.	Use a swipe-up effect with text: "Training Time!"
0:11-0:13	Show a montage of training moments: Bailey learning commands, receiving treats.	Quick cuts of Bailey in different training scenarios, each clip lasting about 1 second, with positive reinforcement visuals.	Incorporate heart and star effects for each success moment.
0:14-0:15	End with Bailey calmly sitting beside the owner, both looking content.	Peaceful scene with Bailey and the owner enjoying quiet time, showcasing the transformation.	Closing text overlay: "New Bailey, Who Dis? 🌟 #PuppyLoveSuccess"
0:16-0:18	Call to action: Invite viewers to share their stories.	Text overlay on a heartwarming scene of Bailey and owner: "Turned a new leaf? Share your story! 🌟"	Use interactive poll or question sticker: "Got a success story? Yes 🌟 / No 🐶"

This revised plan for Video #1 incorporates strong visual and auditory elements right from the start to captivate the audience, uses relatable humor, showcases a clear transformation journey, and ends with a direct call to action to engage the viewers and encourage them to share their own stories.





# AI DOESN'T KNOW YOUR LOOK



**Your Brand Colors**

**Your Preferred Aesthetic**



**Imagery to Avoid**

**Styles to Avoid**




# HOW TO GENERATE IMAGE CONTENT



**You**

Give me 10 recommendations for images that we could use as Instagram posts

1. **Modern Puppy Training Space:** An image showcasing a sleek, well-organized training area with light blue and green accents, where a puppy is engaging with interactive toys, highlighting the modern and clean aspect of your training facilities.
2. **Happy Puppy Graduation:** A simple yet heartwarming picture of a puppy wearing a small graduation cap, with a diploma in its mouth, standing against a soft, light blue background, signifying the completion of training.
3. **Puppy and Owner Quality Time:** A serene image of a puppy and its owner enjoying a quiet moment together in a modern, minimalist living space, emphasizing the bond training helps strengthen, with subtle splashes of your brand colors in the decor.
4. **Interactive Training Tools:** A clean, high-quality image of the unique, modern training tools and treats you use, laid out on a simple background, accented with your brand colors, showcasing the resources available for effective training. 



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KINDA  
CUTE...



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# BIG YIKES



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WAY BETTER!



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# PROMPTING BEST PRACTICES

## WHEN PROMPTING:

- Provide context
- Assign it a role
- Be specific about what you need
- Provide examples
- Set expectations
- Share feedback
- Use concise language
- Do not share private information

## WHEN REVIEWING

### AI OUTPUTS:

1. Fact check everything
2. Integrate human intelligence to ensure cultural & language nuances are communicated.
3. Understand the tool's capabilities & limitations
4. Learn continuously
5. Always respect privacy.





“The computer is incredibly fast, accurate, and stupid. Man is unbelievably slow, inaccurate, and brilliant. The marriage of the two is a force beyond calculation.”

- Leo Cherne

# HUMANIZE IT

**H**onor authenticity

**U**timize Google's E-E-A-T framework

**M**inimize purple prose and bias

**A**ccelerate understanding

**N**avigate areas for improvement



# TEST II





# REFINEMENT



**AI Strategy &  
Execution Session  
\$1297 for 1 Session  
\$1997 for 2 Sessions**



[SizzleForce.com/APDT](https://SizzleForce.com/APDT)

**Q & A**





# How to Craft an Absolutely Unforgettable Brand Story

Stephanie Nivinskus





# PEOPLE LOVE STORIES



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# STORIES ENTERTAIN US



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# STORIES AREN'T JUST FOR ENTERTAINMENT



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# BUSINESS STORIES

CONNECT THE DOTS



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# WHY DON'T YOU TELL YOUR STORY?



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# YOU'RE INTERESTING



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# PEOPLE DO BUSINESSES WITH PEOPLE THEY LIKE



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# 2 WAYS TO WRITE A STORY



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# THE 2X4 STORY (OR THE “GET OUT OF BED”) STORY



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# THE “GET OUT OF BED” STORY ELEMENTS



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# THE MESSY SITUATION



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# THE OBSTACLE



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# THE HERO



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# THE LESSON



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# START

*here*



## THE 2ND STORY TELLING TECHNIQUE



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# WHY DID YOU START YOUR BUSINESS?



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# WHAT'S YOUR TIMELINE?



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# WHERE DID YOU START?



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# WHAT DID YOU START WITH?



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# HOW MANY TIMES DID YOU FAIL?



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**DID THEY  
SAY YOU'D  
END UP  
LIKE THIS  
&  
GUY?**



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**WE HAVE  
AN INNATE DESIRE  
TO BE A PART OF  
SOMETHING  
BIGGER  
THAN OURSELVES**



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**TELL  
THEM  
WHAT  
TO DO**



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**THIS COMPANY**



**HAS A GREAT STORY**



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## ABOUT US:

Graze.com was started by 7 friends. We all love food and wanted to get a lot more out of our snacking.

Our taste buds (and waistlines) were suffering at the hands of average snacks. We thought we could do a lot better!

So we started inventing snacks that showed off health's more pleasurable side and working out the best way to get them to busy foodies like us.

Graze.com was born! The 7 of us quit our jobs and started making graze boxes.

6 years on, we are still making graze boxes, creating delicious new recipes (with healthy benefits) and listening to grazers to make sure we pick the perfect box for them every time.



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# FOUR WINNING STEPS:

USING THE **PAID** METHOD

 **P**AINT A PICTURE OF IT

 **A**CKNOWLEDGE YOUR CUSTOMERS

 **I**NTRODUCE YOUR PERSONALITY

 **D**RAMATIZE THE PROBLEM



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# TUG AT EMOTIONS



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**“WHEN IT COMES TO CHANGE  
ACTION IS MORE IMPORTANT THAN  
INFORMATION. DOING IS MORE IMPORTANT  
THAN KNOWING. EVEN YOU IF KNOW A LOT.  
IT’S WHAT YOU DO -  
TODAY AND EVERY DAY  
CONSISTENTLY  
THAT TRULY MAKES THE DIFFERENCE.”**



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# WHAT IS YOUR STORY?



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# Best Practices for Social Media Marketing in 2024

Stephanie Nivinskus







# BEST PRACTICES FOR SOCIAL MEDIA MARKETING IN 2024



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STRATEGIC PLANNING | CMO SERVICES



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# Let's lower the intimidation level!

# WHAT YOU'LL LEARN



- ✓ **THE BEST DAYS/TIMES TO POST**
- ✓ **THE BEST TOOLS TO USE TO CREATE CLICKWORTHY, SHARABLE CONTENT.**
- ✓ **HOW TO SET PROPER EXPECTATIONS FOR SOCIAL MEDIA**
- ✓ **THE METRICS YOU NEED TO TRACK TO GENERATE MEASURABLE RESULTS**



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# WHY USE IT?



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# FREE

## 30-DAY TRIAL

[SIZZLEFORCE.COM/HOOTSUITE](https://sizzleforce.com/hootsuite)



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# WHEN TO POST IN 2024

*the best time to post on every social media network*

Facebook

Monday at 10 AM PST

Instagram

Monday at 9 AM PST

Twitter

Friday at 9 AM PST

LinkedIn

Monday at 1 PM PST

TikTok

Sunday at 1 PM PST



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# CONTENT LENGTH RECOMMENDATIONS FOR TEXT POSTS

## FACEBOOK

40-80 characters (can go up to 63,000 characters)

## X

71-100 characters (can go up to 280 characters)

## INSTAGRAM

SOCIAL MEDIA MANAGEMENT  
EMAIL MARKETING  
GENERATING NEW LEADS  
INTERNAL COMMUNICATIONS

## TIKTOK CAPTIONS

Up to 2,200 characters

## LINKEDIN

25 words or less (140 characters are seen without clicking “see more”)





# CONTENT LENGTH RECOMMENDATIONS FOR TEXT POSTS

**FACEBOOK**

1- 2 MINUTES

**INSTAGRAM**

15 - 45 SECONDS

**X**

15 - 45 SECONDS

**TIKTOK CAPTIONS**

15 - 45 SECONDS

**YOUTUBE**

1- 2 MINUTES

**LINKEDIN**

2- 10 MINUTES



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# CONTENT LENGTH RECOMMENDATIONS FOR TEXT POSTS

**FACEBOOK**

2- 3 HASHTAGS

**INSTAGRAM**

1- 2 HASHTAGS

**X**

4- 5 HASHTAGS

**TIKTOK CAPTIONS**

4- 5 HASHTAGS

**YOUTUBE**

3- 5 HASHTAGS

**LINKEDIN**

3- 5 HASHTAGS



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# HASHTAG RESEARCH DONE FOR YOU VIA HOOTSUITE

## New post

compelling, on-brand social captions for you in seconds. [Create a caption now](#)


### Content

From [Adobe](#), to Dall-E to Midjourney, we've got the scoop on what makes each tick and which might just be your next secret weapon. 🤖

Ready to elevate your marketing game but drowning in a sea of options? Fear not! Our latest blog post is your lifeboat in the choppy waters of AI image generation. Trust us, you'll want to read this before you hit 'Generate' on your next marketing project.

Read it now: <https://sizzleforce.com/the-3-best-ai-image-generator-tools/>

642 1 [Shorten with Ow.ly](#) [Add tracking](#)



**THE 3 BEST AI IMAGE GENERATOR TOOLS | SizzleForce Blog**

We've dived deep into the world of AI image generation and emerged with insights that could redefine your marketing strategy.

<https://sizzleforce.com/the-3-best-ai-image-generator-tools/>

### AI hashtag suggestions

[Refresh](#) [Close](#)

- #AllImageGenerators
- #ModernMarketing
- #Adobe
- #Dalle
- #Midjourney
- #MarketingGame
- #AllImageGeneration
- #DigitalMarketing
- #ContentMarketing
- #MarketingTips

# FREE

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# POST FREQUENCY RECOMMENDATIONS

**FACEBOOK**

3- 5 PER WEEK

**INSTAGRAM**

2- 5 PER WEEK

**X**

5- 20 PER DAY

**TIKTOK CAPTIONS**

1- 4 PER DAY

**YOUTUBE**

1 PER WEEK

**LINKEDIN**

2- 5 PER WEEK



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# WHAT MAKES SOCIAL MEDIA CLICKWORTHY & SHAREABLE?

- ✓ **RELEVANCE**
- ✓ **CURIOSITY-PEAKING**
- ✓ **UNIQUE**
- ✓ **CREATIVE**
- ✓ **EMOTIONAL**
- ✓ **NEWSWORTHY**
- ✓ **ON-TREND**
- ✓ **THOUGHT PROVOKING**
- ✓ **AUTHENTIC**



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# BEST TOOLS TO CREATE <sup>85</sup> CLICKWORTHY, SHAREABLE CONTENT

- ✓ **CHATGPT**
- ✓ **THE VIRAL SOCIAL MEDIA POST GENERATOR GPT**
- ✓ **CLAUDE**
- ✓ **AI'S INTEGRATED INTO YOUR POSTING PLATFORM**
- ✓ **REPURPOSE.IO**



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# THE FOUR TYPES OF SOCIAL MEDIA CONTENT



- ✓ **SOCIAL LISTENING**
- ✓ **Social Influencing**
- ✓ **SOCIAL NETWORKING**
- ✓ **SOCIAL SELLING**





# THE POWER OF SOCIAL LISTENING

**Manage reputation**

**Increase retention**

**Reduce refunds**

**Identify product opportunities/gaps**

**Identify content gaps**



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# THE POWER OF SOCIAL INFLUENCING CONTENT

- **Increase engagement**
- **Increase website traffic**
- **Increase offer awareness**



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# THE POWER OF SOCIAL NETWORKING CONTENT

- “EARN” MEDIA MENTIONS
- DEVELOP STRATEGIC PARTNERSHIPS



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# THE POWER OF SOCIAL SELLING



- **Generate leads/grow email list**
- **Initial customer acquisition**
- **Cross-sell/upsell**
- **Increase buyer frequency**



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# **METRICS TO TRACK TO GET MEASURABLE RESULTS**



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# TIKTOK

- **VIEWS**
- **Comments**
- **Shares**
- **Saves**



# X

- **Impressions**
- **NEW FOLLOWERS**
- **FOLLOWER GROWTH**
- **LINK Clicks**
- **Engagement Rate**
- **Top Tweets**
- **MENTIONS**
- **HAShtag Performance**





# FACEBOOK

- **IMPRESSIONS**
- **Engagement Rate**
- **Shares/Saves**
- **Profile clicks**
- **Website traffic from Facebook  
(in Google Analytics)**



# INSTAGRAM

- **IMPRESSIONS/VIEWS**
- **Engagement Rate**
- **Shares/Saves**
- **Profile clicks**
- **Website traffic from Instagram (in Google Analytics)**





# LINKEDIN

- **IMPRESSIONS**
- **Engagements**
- **Profile Views**
- **Search appearances**



# YOUTUBE

- **WATCH TIME**
- **AVERAGE PERCENTAGE VIEWED**
- **AVERAGE VIEW DURATION**
- **AUDIENCE RETENTION**
- **RE-WATCHES**
- **ENGAGEMENT**
- **IMPRESSIONS CLICK-THROUGH RATE**
- **UNIQUE VIEWERS**
- **CARD CLICKS (IF YOU'RE USING THEM)**
- **UNIQUE VIEWERS**







# BEST PRACTICES PART ONE

- **THINK ABOUT YOUR AUDIENCES' LIFESTYLE (B2B OR B2C?)**
- **MAKE POSTS LONG ENOUGH TO BE VALUABLE (BUT NOT TOO LONG!)**
- **ELIMINATE TYPOS & GRAMMATICAL ERRORS**
- **KNOW YOUR GOALS**



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# BEST PRACTICES PART TWO

- **POST IN YOUR AUDIENCES' TIMEZONE**
- **USE TRENDING HASHTAGS**
- **APPLY THE 80/20 RULE TO PITCHES VS. VALUE**
- **ENGAGE WITH OTHER CONTENT**
- **BE RESPONSIVE**





# BEST PRACTICES PART THREE

- **TRACK YOUR RESULTS AND THEN TWEAK YOUR STRATEGY**
- **POST A VARIETY OF CONTENT TYPES**
- **PARTICIPATE IN TRENDS**
- **FOLLOW BEST PRACTICES FOR EACH PLATFORM**
- **BE POWERED BY AI AND PERFECTED WITH HI**
- **BE CONSISTENT**



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**AI Strategy &  
Execution Session**  
**\$1297 for 1 Session**  
**\$1997 for 2 Sessions**



[SizzleForce.com/APDT](https://SizzleForce.com/APDT)

**Q&A**





# Ready to Thrive? Let's Grow Together: Navigating Hiring, Service Expansion, and Business Success

Amber Burckhalter



# Ready to Thrive?

## Navigating Hiring, Service Expansion and Business Success

**Amber Burckhalter**  
Founder, Amber Burckhalter Consulting  
Founder, Leashwise



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# Let's Talk Strategy

- Strategic decision-making for service expansion involves:
  - Identifying opportunities
  - Evaluating capabilities
  - Selecting a course of action/service to offer
  - Aligning action with your business objectives and mission
  - Measuring the outcomes



# Service Expansion

- Identify opportunities
  - Internal vs external expansion





# Service Expansion

- Identify opportunities
  - Ask clients
  - Ask your team
  - Listen to what you hear



# Service Expansion

- Evaluate capabilities
  - Risk management strategies
    - SWOT analysis





# Service Expansion

- Evaluate capabilities
  - Market Research/Analysis
    - Define your objectives - why are you conducting research
    - Target market - avatar
    - Industry trends - what is trending now
    - Competition - who
    - Collaboration - anyone you can work with?
    - Potential/current customers



# Service Expansion

- Evaluate capabilities
- Resource allocation
  - Financial
  - **Labor**
  - Space
  - Time
  - Surveys
- Marketing
- Equipment
- Ability/Skill
- Current programs
- Competition





# Service Expansion: Select a course of action

- Select the course of action
  - Include all information
    - SWOT
    - Financial
    - **Labor**
    - Space
    - Time
    - Marketing
    - Equipment
    - Ability/Skill
    - Cross pollination
    - Competition



# Navigating Hiring

- Navigating Hiring
  - Identify staffing needs





# Navigating Hiring

## Let's Recruit!!

- Effective job posting
  - Accurate/detailed
  - Clear
  - Compelling
  - Qualifications
  - Location
- Company overview
- Pay/Benefits
- Opportunities for growth
- How to apply



# Navigating Hiring

- But where??
  - Utilize *multiple* source channels
    - Indeed, Ziprecruiter, Monster
    - Social media
    - Use your current team
    - Network
    - Current clients \*\*
    - Old school





# Interview Time!

- The process (a quick word about labor practices)
  - All interviews must have a process and plan
  - Who, how, when, where, how many
  - Final decisions made by
  - Probationary periods
  - A structure in place for all interviewers and interviewees
    - Allows for apples to apples comparison



# Interview Time!

- Interview structure
  - Create a form for all applicants to complete or a resume requirement
  - Structured reference checks
  - Structured questions
  - Group, individual interviews
  - Behavioral, situational, skill set, company alignment





# Example

- Types of questions
  - Behavioral - candidate is asked to provide a specific example from the past to assess how they handled various situations
  - Situational- candidate presented with hypothetical situations relevant to the job to evaluate problem solving and decision making skills
  - Hands on- candidate works directly with clients, dogs, etc to show skill, proficiency, and ability
  - Assessing value/culture alignment- candidate is asked a series of questions to evaluate their compatibility with company values and cultural aspects



# Successful Hire

- Assumptions
  - Want a long term hire
  - Can and will compensate fairly
  - Will create a supportive, inclusive, supportive environment
  - Have the structure in place to help a new team member succeed (e.g. training and onboarding systems)
  - Willing to wait for the right person to hire





# Successful Hire

- Reducing turnover
  - Culture, culture, culture
    - Foster innovation and adaptability



# Successful Hire

- Reducing turnover
  - Engagement and retention strategies
    - Three key components
      - Positive work environment
      - Encourage professional development
      - Address unique needs of employees





# Reduce Turnover

- Comp/Benefits
- Clear Career Path
- Detailed job descriptions
- Performance recognition programs
- Effective Communication
- Team Engagement surveys
- Strong leadership and management
- Diversity and Inclusion Programs
- Social/Team building
- Flex work
- EAP programs
- Exit interviews
- Reviews
- Professional development



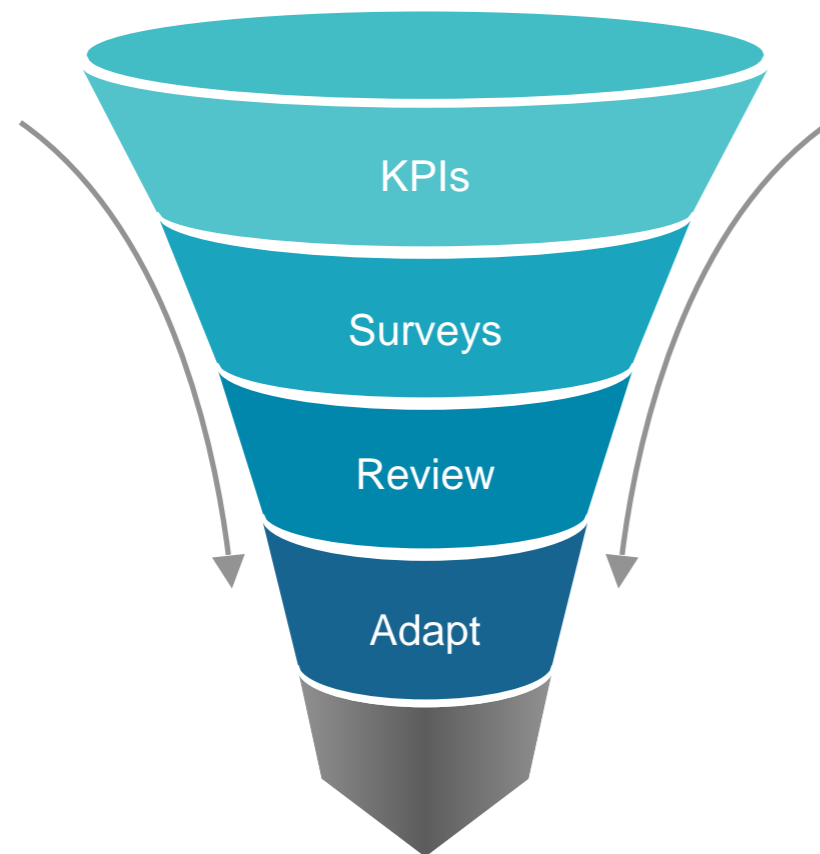
# Business Success

- Is it working?
  - Remember: iterative strategic planning requires adaptive implementation
    - Continual monitoring of KPIs
    - Survey key stakeholders (employees, clients, etc)
    - Review information
    - Adaptive implementation





# Business Success Implementation Cycle



- Continual monitoring of KPIs
- Survey key stakeholders (team, clients, etc.)
- Review data collected
- Adaptive Implementation



# Next Steps

- Where do you start?
  - Strategic plan review
  - Identify opportunities
  - Evaluate opportunities (SWOT, Market Analysis)
  - Resource allocation
  - Hire
  - Launch
  - Review ( Adaptive Implementation Cycle)





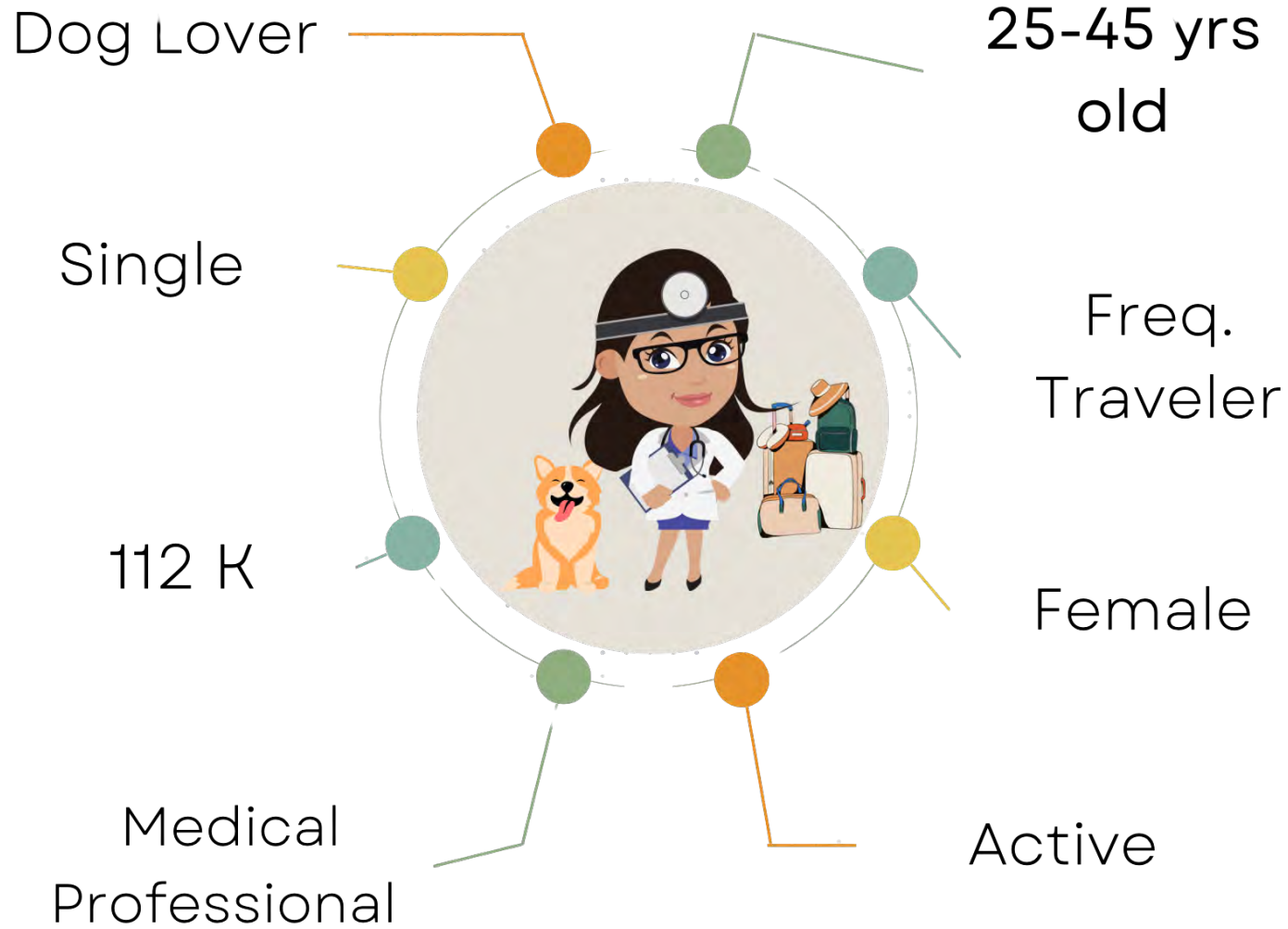
# THANK YOU!

- [amber@amberburckhalter.com](mailto:amber@amberburckhalter.com)
- [Amberburckhalter.com](https://Amberburckhalter.com)
- [leashwise.com](https://leashwise.com)



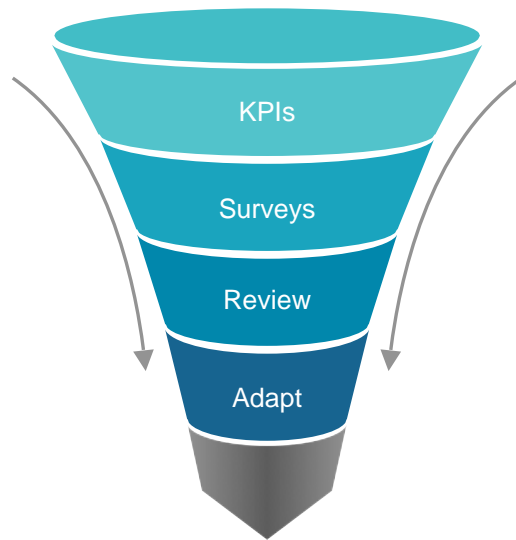
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# Abby Road





# Business Success Implementation Cycle



- Continual monitoring of KPIs
- Survey key stakeholders (team, clients, etc.)
- Review data collected
- Adaptive Implementation



**Program: Bob's Dog Training School Wagging Walks**  
**Launched: 1/2/24**

**Key performance indicators (at least 3)**

KPIs	2/1/24	3/1/24	4/1/24
Gross profit	\$475	\$1000	\$1230
First-timers/conversion	15/9	27/24	3/3
Team member turnover	0	1	0
Service score avg (25)	3	2.16	2.48

**Review**

Feedback	Notes	Action
<b>Pros</b>		
Gross profit increasing month to month	Clients pleased with cost via person to person.	
Client conversion 80%.		
Team member 3 out of 3 survey	Tips are good option, well paid, flex work schedule "wonderful"	
<b>Cons</b>		
New client inquires flat.		
Service score dropped below target (2.8).	App confusing.	Contact app developers streamline  Shoot how to video and share
	Accident after walk.	Review walk times and watch



Feedback	Notes	Action
	Didn't get post-video	Checklist and reminder

Gross profit increasing monthly.  
Price is good for now.

New client inquires flat. Client conversion 80%.

Service score dropped below target (2.8).

**Pros:**

Excellent feedback on the program. Clients like variety of hours available. Team members are professional and kind/funny/play with the dogs. **Get video and pics to add to SM. Spot rewards.** The text video after the walk is ideal.

**Cons:**

Confusion over booking app so a few client appointments were missed. **Contact app developer to make changes and streamline the app. Also, include a "how-to" v video in welcome communication.** One dog had an accident despite his morning walk. **Watch and communicate.** Team member forgot to text video to a client. **Set up checklist and reminders.**

Slowed new clients due to staff shortage over spring break.

Team members gave high marks on their surveys and report that they feel well paid and the tipping option in the app is really increasing their bottom line. The flex schedule is very appreciated.

**Changes**

Increase marketing in target areas. Marketing meeting Monday, update marketing calendar. Add videos of walks to marketing and SM channels. Reach out to Kim for help. Introduce dynamic pricing during high demand. Retrain staff on new prices. Staff recognition lunch next Wednesday.

**Program:**  
**Launched:**

**Key performance indicators (at least 3)**

KPIs			

**Review**

Feedback	Notes	Action
Pros		
Cons		

**Additional notes:**

**Changes:**



Resource Allocation

RESOURCES	COST	NEED	HAVE	DATE
Finance				
Labor				
Space/where				
When				
Marketing				
Calendar				
Equipment				
Ability/Skill				
Cross pollination				

## Summary Sheet

Identify/Evaluate Opportunities:

Evaluate Capabilities (see resource handout):

Course of Action:

Does this align with your company vision, mission and values?

KPIs:

Feedback:





# How to Get More Referrals

Fernando Camacho







# CUSTOMER IMPRESSION BOOSTER

You don't want satisfied customers. Yes, you read that right - you do not want satisfied customers. Average businesses have satisfied customers, amazing businesses create raving fans who will come back again and again - and tell everyone they can about them. Here's how you can turn your customers into raving fans who will happily help you grow your business.

## 1

### Over Deliver

Your goal should be providing your customers with 2 to 10 times the value for what they paid. You want them to feel like they owe you money. This could be done by giving them more of the same product or service, a bonus product or service, personal attention or just an amazing customer service experience.

## 2

### Give Them a Surprise

As soon as you get a new customer, do something to pleasantly surprise them. It could be a free gift, or maybe a personalized call or video. It doesn't have to be expensive or big, just unexpected and genuine. Take it to the next level by surprising them regularly.







# CUSTOMER IMPRESSION BOOSTER

## 3

### Follow Up Regularly

Never assume that just because you haven't heard from a customer they don't need you. Check in with your customers regularly and see if they have any questions or need any assistance from you. Don't try to sell them anything, just be friendly.

## 4

### Get Personal

Make sure you have a presence in your business. Don't hide behind closed doors. Let people see you and get to know both you and your business. Let them get to know you and see behind the scenes of your business so they can connect and relate to you. Once they see you as a person and a friend, they will treat you AND your business like one.







# CUSTOMER IMPRESSION BOOSTER

5

## Genuinely Care

Don't think of your customers as numbers or just as a means to your end. Remember they are real people with needs, fears and emotions who like to feel appreciated. If they feel the love, they will do anything for you.

6

## Showcase Your Customers

You know what everyone likes to hear about? Themselves. Find ways to highlight your customers in your business. Post pictures on your website and social media of your customers, highlight their successes, and/or have a client of the week. If you make the customers a part of your business they will feel like they are on your team.





# Leveraging Technology to Make Your Business Run Better

Fernando Camacho





# WEBSITE CHECKLIST

Your website is critical to the success of your business. A good one can effortlessly lead people down your sales funnel. A poor one, however, can completely cripple your business. Check off the following things to make sure your website is doing its job.



## Responsive design

It **MUST** be mobile friendly - meaning it will scale depending upon the device used. This is critical!

***Most online traffic comes from a mobile device***



## Updated design

People don't want to do business with a company that looks outdated. If your website looks like it was done in 1995 you're losing business.

***Hint: simple & clean always wins***







# WEBSITE CHECKLIST



## Benefit driven copy

Your website needs to be about your customer, NOT you. Your copy should highlight the benefits of your product/service, instead of just listing what you do.

### NO

We do this...  
We provide...  
We, we, we...

### YES

You will get...  
You can achieve...  
You, you, you...



## Limit choices

Studies show that when people are given too many choices they actually chose to do nothing. Limit navigation tabs and don't clutter your sidebar.

***Hint: one call to action per page is ideal***







# WEBSITE CHECKLIST



## Have some social proof

Testimonials, a good size social media following and media appearances really show that others think you rock and will give people more confidence with your company.



## Collect email addresses

Have an opt in form on your site to get email addresses of prospective customers so you can follow up with them over time.

***Hint: give away some valuable info (like a PDF or video) that will really help them***





# Optimizing Your Online Assets

Fernando Camacho



# Online Resource List



There are lots of cool online products and services that can really help you turbo charge your small business. Check out the pages on this list and make your life easier and your efforts more productive.

## 1 **fiverr**<sup>®</sup>

[fiverr.com](https://www.fiverr.com)

Outsourcing marketplace where you can find virtual help. It's great for website headers, simple logos, voice-overs, video intros, and much, much more. Great for quick, small jobs.

---

## 2 **upwork**

[upwork.com](https://www.upwork.com)

When you need to outsource some of your workload (anything you can't or shouldn't be doing) you can hire a freelancer here. Everything from web designers to copy writers to video editors and everything in between.

---

## 3 **Hootsuite**

[hootsuite.com](https://www.hootsuite.com)

Schedule all your social media posts from one dashboard. Makes it easy to see what you're posting where and post things on multiple platforms at one time. It's free for up to 3 social accounts.





# Online Resource List

## 4 OpenAI

[openai.com](https://openai.com)

Also known as ChatGPT, you can use artificial intelligent software to help you create everything from website descriptions, social media posts to full articles.

---

## 5 wave.video

[wave.video](https://wave.video)

Survey your customers and find out what they like and what they need. We recommend you do this a couple of times per year so you know exactly what your business should be doing. It's free for up to 10 questions.

---

## 6 Calendly

[calendly.com](https://calendly.com)

This online scheduling tool will free up your life by allowing people to put themselves in your schedule where you want them without having to go back and forth. There's a free and paid version.





# Online Resource List

## 7 Drive

[google.com/drive](https://google.com/drive)

Free office software suite including word processing, spread sheets and presentation. Also always you to access your files from anywhere with an internet connection.

---

## 8 99designs

[99designs.com](https://99designs.com)

Get graphic designers from all over the world to submit completed designs for logos, branding, packaging and more. You can get anywhere from 10 - 60 submissions and you only pay for the one you like best.

---

## 9 Canva

[canva.com](https://canva.com)

Online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more. The free version is great, while the paid upgrade gives you access to tons of royalty free photos and images.



# Profitable Pricing: Are You Charging What You're Worth?

Susan Briggs



## Section 2

### Pricing It Right

In section two your goal is to ensure that your services are priced right for your business mission, market and profitability. The key elements of your pricing system should include:



1. Clearly Defined Position – pricing should align with your company mission, your niche market, and ensure profitability goals are met
2. Pricing Analysis – analyze your service pricing using the three pricing models outlined
3. Annual Price Adjustment Plan – establish the system you will use annually to review and adjust service pricing

#### Clearly Defined Position

At the time you started your pet care business you made a decision on your target market and pricing strategy. This decision should be a reflection of your business mission. Now is a good time to step back and review your written business mission (put this in writing now, if you have not done so previously).

#### Pricing Analysis

For services that generate the majority of your revenue you should analyze pricing using all three models described in this step. Each approaches pricing from a different perspective and are important inputs to your final pricing decisions.

Keep in mind that most small businesses undercharge for the services provided. The goal of a sound pricing strategy is to provide your business with an acceptable profit level *and* have your clients value that they get their money's worth. In reality, this is a very difficult goal to balance.

The three pricing models that provide input to your final decision are:

1. Actual cost plus profit margin
2. Value pricing (benefit versus price)
3. Competitor pricing

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### ACTION STEP 1

ANSWER ALL THE FOLLOWING  
QUESTIONS:

1. Do current business operations align with your mission statement?
  - a. If no, do you need to change your mission statement, or
  - b. Do you need to make changes in your operations to align with your mission?
2. Does your current client base reflect the niche market you defined?
  - a. If no, update your target market profile
3. Are you satisfied with your market pricing position? (e.g., top prices in market, lowest prices, mid-range).
 

Keep in mind that most competition is in the mid-range sector of pricing.

  - a. If no, you will need to create a plan to make changes in your pricing policies and marketing strategies
4. Does your defined position fit your facility design, look and feel?
  - a. If no, you will need to make the changes to be accepted in the marketplace in your new price position



Knowing your actual costs of providing each type of service offered is critical to remaining in business. Many times only the direct cost of providing the service (e.g., labor and supplies) is included in this calculation. However, your business has other fixed expenses that must be paid. To remain in business and thrive your revenue must pay for these costs too (e.g., rent or mortgage payment, utilities, receptionist/cleaning staff, insurance, etc.).

**ADDITIONAL RESOURCE:**



You can get assistance in determining the cost of providing your key services with our Know Your Numbers Workbook.

What level of profit margin do you expect from each service provided? This is a key number to define so you have a benchmark to use in making decisions on each revenue stream in your business. This is also a key number to the final amount you are paid as the business owner.


The problem with **cost plus pricing** is that it does not consider what a client is willing to pay or what competitors charge. These are our next two models or inputs to the final pricing decision.

**Value pricing** considers what a service is worth to our clients. This is an area where many small business owners underestimate. Obviously, your clients are willing to pay your current prices.

Now I want you to think about how many times you have been told your rates are too high by potential customers. If never, then you should feel good about making an increase as you are probably priced too low.

Another aspect of **value pricing** is to consider what unique “value-added” is in your services versus the competition; what sets your business apart (e.g., a unique service, your background and training, staffed 24/7, investment in staff training program, etc.).

**Competitor pricing** analysis is how most businesses established pricing initially. The problem with this model is it is an outward view.



**ACTION STEP 2**

ANSWER ALL THE FOLLOWING QUESTIONS:

Perform pricing analysis using all three models for your primary service revenue streams (e.g., dog daycare, dog lodging). Extra points if you take time to complete for each revenue area!

A sample of calculating these costs is included in Chapter 9 of Counting Noses and Know Your Numbers includes an excel template to plug in your numbers.

It does not consider the cost structure of your business model that could vary significantly from your competitor. When was the last time you checked pricing of your competitor? They could easily have changed rates since your initial analysis.

Steps for each model are outlined below:

[Use item 1 section for Pricing PDF plus example](#)

### 1. Cost Plus Profit Margin

- a. Determine your costs to provide the service (Use most recent actual data; prior fiscal year)
  - i. Total labor (wages plus taxes and benefits); if your labor is not broken down by service then estimate using percentage of time staff spent working in each revenue area. Split their total wage into portions allocated to each service (e.g, 40% boarding and 60% daycare). Don't worry if you don't have actual numbers now, it is better to use an estimate and complete the exercise than to not do it. (Note: You must decide whether to include your owner base wage in the calculation. It can be done as part of labor cost or in item d, profit required).
  - ii. Total supply costs required to provide service. Include supplies you purchase specifically for that service (e.g., toys, bedding, food, treats, etc).
  - iii. Allocate a portion of remaining costs to each service area (This is total of all the other expenses from your Profit & Loss statement not included in a or b above; don't include labor or supply costs for other revenue streams). One allocation method is to calculate how much square footage is required in your building to provide each service (e.g., 45% daycare, 35% boarding, 20% grooming). Use this space percentage to allocate the shared general costs required to operate your business. Don't spend a lot of time here, just list your revenue streams and assign an allocation percentage that makes sense to you.
- b. Determine how many units of the service you provided in prior fiscal year. This should be total number of daycare days or dog nights, etc. For this calculation it is important to include each dog in your center regardless of what they paid for the service. You incurred costs to take care of them. Your point of sale system should provide this information
- c. Your cost to provide the service is amount in item a divided by b.
- d. Determine the amount of profit you desire in addition to cost. This could range from 10-50% depending on the type of service you are analyzing. Play with percentages using the total profit percentage from the prior fiscal year as a starting point. To determine the profit per dog for this calculation you will divide your profit earned for the year by the total number of pets served.
- e. Your final cost plus profit is total of item c plus item d.

### 2. Value Pricing

- a. Start with your current rate paid by majority of your clients
- b. Increase by 20% if you have never had anyone tell you rates are too high
- c. Increase by 10% if you had less than 10 people in prior year question your rates
- d. Increase by 5% if each month you have someone questioning your rates

### 3. Competitor Pricing

- a. Review your competitor listing and update for new facilities
- b. Find out their current pricing for the services you are analyzing.
- c. It can be helpful to create a service feature chart to ensure you are comparing like services. Some models are all-inclusive and others price ala carte, so keep this in mind as you collect data.



**4. Analyze**

- a. Your current rate, compared to:
- b. Cost from item 1, compared to:
- c. Value from item 2, compared to:
- d. Competitor from item 3.
- e. Decide on best rate for your business

At a minimum your rates must cover your costs or you won't stay in business long-term. The goal is to cover costs plus provide your targeted profit percentage.

Next we will look at break-even and loss leading pricing strategies. If your analysis indicates a large price increase is warranted read the section on Annual Planning below prior to finalizing your pricing adjustment decision.

**Break-even & Loss Leader Pricing Strategies**

Both of these strategies have value in business, the key is to have a valid reason for offering a service at break-even or a loss. In most instances these strategies are used to gain market share and would be from a secondary revenue source in your business. Examples in the pet industry could be cat lodging or nail trims.

Chapter 9 of Counting Noses includes a sample lifetime client financial value calculation.

You may want to keep your clients from using another facility for these services so you offer them at break-even or a small loss. There is a "lifetime" value of a customer to you that can justify these strategies.


Another time to use this strategy is when you introduce a new service offering; you want current clients to try it at a reduced rate, love it and then be willing to pay full price later. Most importantly you must know when any service that you provide is operating at break-even or loss-leading pricing. They should be a strategy tool for your business and not one of your primary revenue streams.

Total impact of discounts you offer is a calculation in the Know Your Numbers workbook template

**Discounts**

[Use this section for Discount PDF plus example from Workbook calculation](#)

Providing discounts in the pet industry is common and typical for multiple pets. Make sure that the discounts offered make sense for your business. Multiple pet discounts for lodging when sharing an



**ACTION STEP 3**  
 .....  
**PERFORM COST ANALYSIS ON ALL SERVICE REVENUE STREAMS.**

- 1. Perform actual cost calculations for each service revenue stream.
- 2. For each service at break-even or loss leader pricing
  - a. Confirm it is a secondary revenue source (e.g., less than 20% of total annual revenues)
  - b. If yes, document your marketing strategy that supports keeping current pricing
  - c. If no, then re-evaluate if your business can support this strategy long-term and seriously consider a rate increase (recommend you complete the value and competitor pricing analysis for these services as a comparison)



**ACTION STEP 4**  
 LIST THE DISCOUNTS OFFERED BY  
 YOUR CENTER ON A REGULAR  
 BASIS & ANSWER THE FOLLOWING  
 QUESTIONS.

1. How much in total discounts did you offer in prior fiscal year?

2. What percentage of your total revenue are discounted services? (e.g., how many multiple pets do you service daily/weekly/monthly)

3. Do your discounted prices still cover your cost to provide service to that pet?

enclosure makes more sense than dog daycare. In daycare, the second dog is taking up a spot that you could charge full price.

Also make sure that the discount is not so deep as to totally eliminate your profit. Later in this workbook [Section 8](#) we will look more closely at discounts, but since they are an important part of pricing you should include an initial review now.

### Annual Plan

A goal of this workbook is to formalize your financial system with key action steps you'll take each year. One of the best pieces of advice I received in this industry was to raise my rates every year. Clients would expect it and by making this a routine it removed angst that is often felt by owners that need to raise rates. A small regular increase is often easily accepted by clients rather than a larger increase every 2-3 years.

All rates do not need to increase every year, but you should plan for some rates to increase annually. Keep in mind your employees expect annual increases and many of your business expenses increase each year. If you don't raise rates, then you will be paying for these from your profits, effectively taking a pay-cut each year.

Include the following as part of your planning:

1. List all services on a spreadsheet, current price and date you set that rate. This worksheet provides a historical record in one place of last rate increase and amount of increase for each service you provide. This is a great tool to pull out each year as you go through your pricing action step.
2. Analyze your pricing as outlined in action step 2 to decide if a primary service rate needs adjustment.
  - a. If adjusting a primary service rate you may decide to keep rates the same on secondary services.
  - b. If no adjustment is required on your primary service rates you should adjust several of your secondary rates.
3. Plan the timing of your rate adjustment considering the following:
  - a. When it may be best received by your clients (January increases might be noticed more as they pay off their holiday shopping bills).
  - b. Prior to a peak period could maximize the benefit to your revenue.
  - c. Right after a peak period will boost revenues helping your bottom line in a slower period.



**ACTION STEP 5**  
 Create your annual plan for  
 adjusting rates.



4. Announce the rate adjustment to clients and give them an opportunity to prepay at old rates. This was always well-received by clients and can give you a cash flow boost.

## Reflect

A pattern I notice with many pet business owners is not properly valuing the services we provide. We love pets, are excited to make this our career and yet we do not charge for the level of care we provide. We are also very quick to discount our services as we want to help or may feel guilty for charging full price. Once you understand your costs by service type you should gain confidence in standing by your published rate sheet. Discount where it is a win/win for your client and your business.



The graphic features a blue clipboard icon at the top. Below it, the text 'ACTION STEP 6' is displayed in a light blue, sans-serif font. A horizontal dotted line separates the title from the main text. The main text is in a smaller, white, sans-serif font and includes a small white square checkbox to the left of the first line.

**ACTION STEP 6**

Make a list of the value you provide clients that bring their pets to you. How do they benefit and how does their pet benefit? Review this list before you make the final decision on raising your rates.

We must be confident and clear in the level of care we provide first to ourselves and next to our clients. As you feel within you portray externally. When we doubt our value we keep rates low and offer deep discounts. You work hard at your business and strive to provide excellent pet care so you deserve to be paid for it. Once you can explain your services and resulting rates with confidence you will attract clients that expect and are willing to pay for it.

## Section 2: Pricing It Right

*Be sure to set a target date for the completion of all action items and add to the implementation checklist.*

Due Date	Action Steps	Description	Notes
	1	Clearly define your business mission and pricing strategy	
	2	Perform pricing analysis for your primary service revenue streams using all 3 models	
	3	Perform cost model analysis on secondary service revenue streams	
	4	List discounts offered and analyze impact to your profit	
	5	Create your annual plan for analyzing and adjusting pricing	
	6	Reflect on the value you provide clients through your business	

**Additional Notes:**



# Adding a Membership Component

## to Your Pet Business

### Why add a membership revenue stream?

- Clients feel special as members of an exclusive club.
- Clients get access to scarce services – a spot in Daycare 2.0, daycare/grooming/private training/dog walking when you have waitlists, preferred lodging access, etc.
- Business gets more revenue upfront to help fund your VIP program.
- Business has a recurring source of revenue each month/year.

### How do I know if my business is ready for a membership component?

- You provide a service that is unique and rare in your market. Your demand results in wait lists, long waits for next available appointment and you feel like you have more dogs/clients than you can manage.
- You have very limited capacity to provide your premium service and the more individual attention requires more time so that you staff based on dogs that have reserved space in the program.
- Your services are designed for the individual dog in your care. Each dog is going to spend their day at your center in a custom program based on their individual likes and needs for enrichment daycare.
- You prioritize quality of care versus quantity of dogs served.

#### STEP 1: Clarify Your Service Value

- Make a list of how your service delivery is different from your competitors.
- How is your background and that of your team different from your competitors?
- Why do you believe a membership fee is valuable to your client?

#### STEP 2: Membership Benefit Options

- Brainstorm a list of benefits you could offer as part of your membership.
- Access to services that are in demand is your first benefit.
- Focus on low-cost items that have perceived high value to your clients (e.g., what do your clients say they like best about your operations?)
- For each benefit listed note:
  - Value for the client
  - Cost for you to provide it (e.g., labor, material cost, overhead, etc.)

#### STEP 3: Finalize Membership Package(s)

- Create a final list of membership components. You may offer 1–3 different package options, just keep it simple to explain differences between them to your clients.
- Focus on high value and low-cost benefits. Avoid service discounts that can add up to more than the cost of the membership.
- Outline attendance/booking requirements to retain membership.

#### STEP 4: Membership Pricing

- Determine fee you will charge for your membership.
- Decide frequency of payment (e.g., annual, quarterly, monthly).



# MEMBERSHIP PACKAGE IDEAS

- Annual membership fee for access to **enrichment daycare**
  - \$199 fee excludes cost of enrichment daycare
  - Benefits include free early drop-off/late pick-up, free pet warranty benefits
  - Members are required to pay for four daycare visits per month whether they use them or not
  
- Annual membership fee for access to **training and dog walking** services
  - Bronze \$59/yr; Silver \$99/yr; Gold \$199/yr; excludes cost of dog walks or training services
  - Benefits: Only members have access to dog walking services.
    - Bronze: Free photo and visit update via app at every visit
    - Silver: Bronze plus enrichment activity at every visit
    - Gold: Silver plus training refresher at every visit
  - Members are required to pay for eight dog walk visits per month whether they use them or not
  
- Monthly **daycare membership** fee for tiered level options
  - Bronze \$19/mo; Silver \$29/mo; Gold \$39/mo; excludes cost of daycare
  - Benefits: Only members have access to daycare services.
    - Bronze: Monthly bag of treats & hot towel wipe-down after every visit
    - Silver: Bronze plus monthly nail trim 5% retail discount
    - Gold: Silver plus monthly tooth brushing and preferred lodging reservations
  
- Monthly **activity center membership**
  - Gold \$500 prepaid services per month; Platinum \$1,000 prepaid services per month (enrichment daycare, lodging or training)
  - Benefits: Only members have access to daycare and lodging services
  - Members are required to pre-pay for services whether they use them or not
  
- Monthly **bath membership**
  - Smooth \$29/mo; Petite Furry \$49/mo; Grande Furry \$69/mo
  - Benefits: Bath, ear clean, nail trip and tooth brushing (towel dry; blow-dry is extra fee)
  - Members pay recurring membership whether they book service or not






# Profitable Pricing

Are You Charging What You're Worth?

Susan Briggs, MA, CPACO  
Co-founder The Dog Gurus



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## POLL: HOW SATISFIED ARE YOU WITH YOUR PAY?



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## Help You Find Money!



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### Know Your Hourly Rate

- Current Pay
- Cost to Replace You
- Financial Survey Owner Compensation
  - \$57,475 2017 median annual compensation
  - \$75,000 - \$100,000 reasonable goal
  - \$36 - \$48 per hour
- Know Your Value



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### Ways to Determine Your Price

- Based on competitor pricing
- Based on what you think someone will pay
- Based on cost plus profit



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### Based on competitor pricing

- Are they profitable
- Are your services compatible
- Do you provide the same value



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Based on what you think someone will pay

20% of your clients will always pay more than others

You don't know the finances or priorities of your potential clients



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Increase Your Value

Certifications

Specialties & Titles

Ongoing Education



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Based On Cost Plus Profits



Method that ensures you will be profitable



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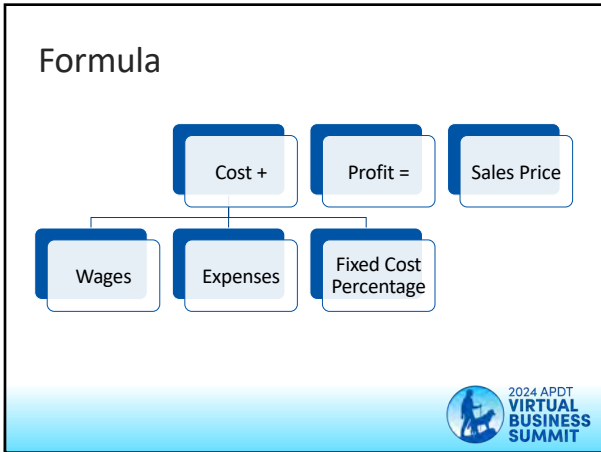
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### Sample for 5 student group class that lasts 6 weeks

Category	Item	Amount
Wages	Hour Pay (\$20 per hour divided by 5 students multiplied by 6 lessons)	\$24.00
Expenses	Treats for trainer for 6 lessons \$3.00 per lesson	\$18.00
Expense	Clicker/treats/handouts for clients	\$5.00
Fixed Cost Percentage	Total fixed costs for facility = \$50,000. Group classes accounts for 30% of fixed costs. (\$50,000 X 30% = \$15,000). 1 6-week course accounts for 1% of group classes (\$15,000 X 1%)	\$150
TOTAL COST		\$197



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### What do you charge the client?

- In this example, charging \$197 for a 6-week course will allow you to break even. **You won't make ANY profit!**



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## What Should You Charge the Client?

Category	Item	Amount
Cost	Wages + Expenses + Fix Cost Percentage	\$197
Profit	Desired profit per dog (aim for 20-50%)	\$60
Course Price		\$257




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## Profit based on group size

Number of Dogs	Revenue generated	Costs	Total Profit
1	\$257	\$197	\$60
2	\$514	\$394	\$120
3	\$771	\$591	\$180
4	\$1028	\$788	\$240
5	\$1285	\$985	\$300




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## Pricing Your Services

- Know Your Costs (including YOUR pay)
- Determine a price point that covers cost PLUS provides profit
- Avoid discounts




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### Profitability by Service

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**Profit Contributed by Each Revenue Stream**

- Revenue
- Volumes


2

**Identify Fixed Costs and Allocate**

- Revenue
- Space/Vehicle use

3

**Assign Variable Cost to Each Revenue Stream**



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### Data Required

- P&L Statements for Prior Year
  - Fixed Costs
  - Variable Costs
- Number of Pets Serviced
- Advertised Rates



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### Step 1: Revenue per Dog

Company Total		Group	Private	Daycare
Total Revenue	\$651,050	\$350,000	\$205,250	\$95,800
Total # of Dog Serviced	6,850	1,850	1,175	3,825
<b>Effective Rate per Dog</b>	<b>\$95.04</b>	<b>\$189.19</b>	<b>\$174.68</b>	<b>\$25.05</b>
Published Rate	\$225	\$225	\$180	\$30
Effective Discount %		16%	<b>3%</b>	17%



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### Action Plan: Profitability by Service Offered



- Calculate Effective Rate Earned for Key Services
- Determine Fixed Cost per Dog by Key Services
- Determine Variable Cost per Dog by Key Services
- Calculate Profit per Dog by Service



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### Impact of Discounts




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### Revenue per Pet and Discount Impact

	Company Total	Group	Private
Total Revenue	\$75,000	\$25,000	\$50,000
Total # of Dog Serviced	500	200	300
Effective Rate per Dog	\$150.00	\$125.00	\$167.00
Published Rate		\$150	\$225
Effective Discount %		17%	26%



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### Impact of Discounts

<p><b>Group Classes – reducing discounts to 10%</b></p> <ul style="list-style-type: none"> <li>• Would increase revenue to \$27,000</li> <li>• An increase of \$2,000 per year</li> </ul>	<p><b>Private Lessons – reducing discounts to 15%</b></p> <ul style="list-style-type: none"> <li>• Would increase revenue to \$57,500</li> <li>• An increase of \$7,500</li> </ul>
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### Impact of Discounts

<p><b>Group Classes – reducing discounts to 10%</b></p> <ul style="list-style-type: none"> <li>• Would increase revenue to \$27,000</li> <li>• An increase of \$2,000 per year</li> </ul>	<p><b>Private Lessons – reducing discounts to 10%</b></p> <ul style="list-style-type: none"> <li>• Would increase revenue to <b>\$61,000</b></li> <li>• An increase of <b>\$11,000</b></li> </ul>
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### Decrease Discounts and You Increase Profits

**\$9,500 - \$13,000 DIRECTLY TO YOUR BOTTOM LINE (AND YOUR POCKET)**




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## Profitable Service Add-ons

- Align New Services
  - Business Purpose
  - Market Niche
  - Value
- Be Creative
- Follow Your Passion




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## Service Add-on Examples

- Camps
- Focused Problem-Solving Mini Sessions
- Enrichment Activities
- Memberships
- Socialization
  - Puppies
  - Young Adult Dogs




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