



WORKING *with* DOG™

MARKETING GENIUS FOR PETPRENEURS™

THANK YOU

Thank you so much for your great attention, interaction and questions in the Marketing for Dog Trainers class – it was such a pleasure to get to know you.

Enclosed are the worksheets I promised you – please have a look around and explore them – you’ll recognize most from the slides... but the few new ones I think you’ll find pretty obvious (and hopefully super helpful!)

If you want to see more from me – feel free to hop on over to <http://www.workingwithdog.com>, my membership community for petpreneurs.

If you’re interested in working with me 1:1 – I do sometimes have availability, visit me here: <http://workingwithdog.com/work-with-nic/>

As I mentioned the homework I’d love for you to finish by the time you graduate:

1. Create a YouTube Channel [*more on the how-to of this in the June 23rd social media Cyber Class*]
2. Create and post a video, or two!
3. Complete the ‘Ideal Client Map’ [*for both the human and the dog, add pages to go into LOTS of detail*] for 3-5 of your ideal clients, don’t forget to give them names and keep these documents front and center so when you start working on your materials you know WHO you are speaking to and WHAT they want to hear / NEED help with.
4. Use the MVRPH.pdf to determine your *Minimum Viable Revenue per Hour*

Best of luck you guys – thanks again!

xx Nic