


SIX-FIGURE
PET BUSINESS ACADEMY™
launch. expand. thrive.

CATAPULT! 4-Week Pet Business Success Program



**CATAPULT! PET BUSINESS
SUCCESS PROGRAM**
4-Week Pet Business Makeover

Create Momentum
In Your Business!


SIX-FIGURE
PET BUSINESS ACADEMY™
launch. expand. thrive.



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Six-Figure Pet Business Academy™
and
Six-Figure Pet Sitting Academy™**

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CATAPULT CLASS LINKS AND PASSWORD

You can click the links below to access the classes, or click the link on the [online](#) learning platform to access the classes - your choice!

<https://learn.SFPBacademy.com>

Week 1: <https://InstantTeleseminar.com/Events/107261814>

Week 2: <https://InstantTeleseminar.com/Events/107262318>

Week 3: <https://InstantTeleseminar.com/Events/107262822>

Week 4: <https://instantteleseminar.com/Events/107263137>

The password for all sessions is **CATAPULTNOW** (must be in all capital letters)

CATAPULT 4-WEEK PET BUSINESS PROGRAM: WEEK ONE

Webinar Recording: <https://instantteleseminar.com/Events/107261814>

Password: CATAPULTNOW (must be in all capital letters)

INTRODUCTION

Welcome to the Catapult program! We have people from all over the world attending the Live Catapult program, as well as people attending the Anytime Access course who are able to listen and watch at their leisure. Regardless of when you are attending, you will have unlimited, lifetime access to the webinar recordings, as well as the private Facebook group.

Let's get to know each other! Please take a moment to introduce yourself and your pet business. We would all love to know more about you and what kind of pet business you have.

Catapult Live Attendees check in and introduce themselves.

Anytime Access Attendees: Please pause the recording and [go to the private Facebook group now](#) and post an introduction about yourself and your pet business so we can get to know you.

DREAMS AND VISIONS FOR YOUR BUSINESS

Let's talk about dreams and visions because those things are really important when you are looking at your business. A lot of you may have made New Year's resolutions and goals for your business in January and you may have completely forgotten about them by now. This is a good time to check in and share some of your dreams and visions for your business this year. Type in the chat box what some of your visions are for your business this year. It's fun to see and hear what other people's visions are for their business.

Anytime Access Attendees: Please pause the recording and go to the private [Facebook group](#) now and post your dreams and visions for your business this year. I'd love to know what your biggest vision is for this year!

Answers from the Catapult Live Attendees:

Anonymous – I really want to make more money this year. I feel like I've been struggling and living hand-to-mouth, and I really want to make more money. I have an income goal of \$90,000 this year and I am on track to create that, hopefully.

Kayla – *Being able to transition clients to staff other than myself. Buyout and merge with a boarding facility next year.*

Morgan – *Replace two corporate incomes – myself and my fiancé's and gain freedom in our lives and our business.*

Anonymous – *I want to make six figures this year.*

Tonya – *To have an admin a few days a week and possibly the same person to be on-call to answer calls, especially for overnights. Then vacay!*

Diane – *I want to feel more comfortable and confident running my business and hiring employees. I want to reach a point where I am making \$3,000 a month so that I can leave my full-time job.*

Deanna – *I envision myself doing fewer solo walks and just one or two group walks per day. I also envision bringing on staff who are experienced and flexible with their schedules so I can take some time off.*

Mary – *I like to really focus on growing my business. I'd like to hire two or three more sitters. I'd like to market my business better, improve and expand my website and maybe even hire an admin or a social media person. I need to do less pet sitting and I need to make more money.*

Jonann – *Build stronger customer service.*

Shannon – *My dream vision is that I have employees who can handle any pet sit that they are given and want and can work the days that I need them to work and that I will actually have regular days off. That's all I can focus on right now. What I realize is it doesn't matter how much money I make at this point because I'm miserable. So, nothing else matters until that is taken care of.*

Michael – *I envision becoming the Oprah of my business. I want to walk less and work from home more.*

Nicki – *I would love to earn a minimum of \$10,000 a month. That's my first money goal. And have a manager assigning clients to employees and help with customer service. I'd like help with a marketing campaign that I can have it scheduled and automated. I would love to have ten employees this year. I would love to capitalize on dog walking. I want to hire more help with an admin for marketing and customer incentives. I'd like to do all of this as much as possible while traveling. Ideally, I want to have people who are willing and able to work and really love their jobs. I want to create a company where*

people are so grateful they get to do this for work and feel taken care of and part of a great supportive team.

YOUR BEST YEAR PLAN

If you chose the optional part of the program, the [Best Year Yet software](#), then you should have created a 12-month Best Year Yet Plan. Perhaps you have tapped in to some of your biggest goals when you did that. It can be very revealing and the Best Year Yet software makes you write ten annual goals. For those of you who don't know what I'm talking about, the Best Year Yet software is an optional part of the program. It's not something you absolutely need to get, however I love it and I highly recommend it. You can get purchase it by clicking the link above. If you're not able to get the software, don't worry. You'll see a button on the computer screen that says "Annual Goal Workbook" and you can download that to get a free workbook that I created. That's something that you can use to begin to craft and create your goals.

Before I move on, I want to share a little bit about how I use the Best Year Yet software. I've been using it for seven or eight years now. It's such a powerful goal-setting and tracking program. It really helps keep me on track. You will create ten annual goals, some quarterly goals from those annual goals, some monthly goals and also weekly goals. I utilize my Monday mornings to sit down and map out what I want to create for the week or that month. If it's a brand new month, then I score the prior month's goals. It really creates accountability, and it's pretty powerful. Then I score my last week's goals and create my current week's goals.

However, like I said, the software is an optional part of this program. You do not have to purchase it. If you choose not to, please fill out the free workbook, if you haven't already. That is an action step that won't be on the action steps list that I give you this week. It will be part of your personal action step to really get clear about what you need and want this year.

EFFECTIVE GOAL SETTING

When we set goals and we are really effective at achieving them, we begin to create success on purpose, rather than by accident. At the beginning of my business, I charged a very low amount for my services, not feeling like I could charge a lot because I really loved working with the pets. I wondered why I would charge a lot when I would actually do this for free! I was charging my neighbors a very small amount, and I wasn't making very much money. I didn't have a lot of clients and didn't really know how to

market. I had never had a business before. I didn't know what to do. I really didn't know how to run a business.

About a year in to my business, I received a call from the local newspaper. Back then, newspapers were still significant sources of information. The local newspaper wanted to write an article on me. They ended up doing a front-page article in the Business section on a Sunday. It wound up being two and a half pages with about five pictures of me with the dogs and with a client. It was amazing marketing. Within about 24 hours, I got 40 client calls from that free article that I didn't have to pay for. My business went from struggling to doing incredibly well. But that wasn't success that I created. It just happened. It was a happy accident.

You actually want to learn to create success on purpose in our lives and our business. It's kind of like if you wish you could spend more time with your family and putting that first. When you're looking at your schedule, be on purpose about it rather than hoping that you have time to spend with them. You really want to be intentional.

Another way that you can really create success on purpose is by writing down your goals, either in the Best Year Yet software system or in that free workbook that I'm giving to you. That will help you begin to be on target with what you want to create. I encourage you to do that. You'll be happy that you did.

BEFORE SETTING GOALS

Even before you set your goals, it's really important to look at what you've already done. What are some of your successes? Often, when we set goals we just move on to what we want to create. There is a process: create, do, complete and acknowledge. But really, you should start at No. 4: acknowledge what has already been done. You have probably put a lot of energy, time and resources into creating your business and maybe you haven't really acknowledged what you've created because you've been so busy. But when we begin to acknowledge our accomplishments, then we begin to really fill our inner well. We begin to refuel and get energy from that. I encourage you to take time to acknowledge your past successes in order to build upon more successes. I would love to hear what some of your successes are.

You want to keep the cycle moving. It's not about getting stuck in any one spot. Some people are good beginners. They begin taking little actions, but then they have a hard time completing them. Others may get stuck at the creating part and they get paralyzed. They start to question themselves and whether this is really what they want to do. A lot of us get stuck in the acknowledgement part, which is where you begin to take a deep

breath and realize how far you've come. Appreciate your successes. I want to hear what you guys have created in the last year that you feel really good about.

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Michael – *I doubled my clients and I doubled my money last year.*

Diane – *I put together my own website. I filed to become an LLC and I have had a booth at a couple of events.*

Kayla – *I network with a groomer that gives me rave reviews and I get one to two new clients a week from her. This is a networking success for me and I love to hear what others have heard about me and my business.*

Deanna – *I've created systems that make the business side flow smoothly: invoicing, payments, scheduling, etc. I have a core group of wonderful, happy and reliable clients.*

Julie – *Hiring great walkers and minimizing work for me so I can stay home with my son. Smooth scheduling and created guidelines to get regular Monday through Friday dog walking clients. The business runs so smooth that I am looking forward to more volume.*

Tonya – *I used to use email, text, iCal, but I had to manage constantly. I transitioned to software last year and it's finally showing me how much time it saves.*

Jonann – *I packed common areas and had a studio where I work and live repaired and painted and began unpacking. Consulted an organizing coach to work on building maintenance issues for work and life. Cat care, cat sitting, cat sitter and overnights all up in the Top 5 of SEOs and some are 1 or 2.*

Mary – *I am delegating more. Trusting my sitters with high maintenance clients. I am getting better at saying no when I know I will overbook myself if I don't. I am making decisions to not work for clients that I have not had good experiences with or fire these clients. I have a good client base but it needs to grow. I'm getting good referrals from regular clients.*

Morgan – *I successfully went full time with our business, The Pack.*

Nicki – *I have doubled my income each year over the past two years. I have a core group of recurring clients and I really haven't had to advertise. I will need to advertise*

with growth. I hired three people to work for me. I have streamlined invoicing and keeping client info organized with pet sitting software. I am happy that I can work with only the people I like working with and don't feel desperate to say yes to clients that I don't want to work with.

Shannon – Getting a graphic brand identity and a logo and a website done this year makes me feel like our business got a facelift. It makes me feel so much better about our business.

CHALLENGES AND DISAPPOINTMENTS

This is something that some of us really don't want to do, but I'm going to encourage you to do it anyway. What are some of your business disappointments and challenges in the last 12 months? Be brave. I know it's hard to admit what was challenging, but challenges are really opportunities for growth. That's where you can shine the flashlight and really see what needs improvement and then begin to grow and shift and change. If you can look at it that way, it makes it a little easier.

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Jonann – I want to build a steady stream of cat visits. Building maintenance routines. I want to have stronger customer service.

Kayla – Having to turn overnight clients away due to being so low in booked. Not getting rid of undesirable clients sooner. Overbooking my summer weeks leading to my wedding. Now being over-stressed.

Julie – I spent a lot of money on Yelp advertising and I didn't gain one client from it. I was in contract so I paid for a few months. I learned a good but expensive lesson.

Tonya – I have a prepay policy and had a high maintenance client who would literally leave one to three checks hidden and tell me where they were throughout her set of visits. She scheduled overnights and two visits each day and was one of our highest paying clients. When I enforced the prepay policy for an upcoming holiday, she said she needed to look for somebody new.

Diane – Lack of response from direct mail, not handling bookings and cancellations well, lack of funds for marketing.

Morgan – *Last minute scheduling by clients. I need to learn how to effectively handle those. A lack of inflexibility of personal life schedule.*

Deanna – *I have had a few clients or potential clients that did not work out and that created a lot of anxiety. Luckily, I easily said goodbye. I've never been happier in my work but I have also never worked so much. I look forward to some serious down time.*

Nicki – *I have to start from scratch with hiring because each helper moved out of state. I initially hired the wrong people – college students who weren't available when I had work. Disappointing that I don't earn money if I don't work, but it sparked the need for more growth. Not raising prices for some clients. I kept my originals at the low rate.*

Michael – *That even after I doubled my clients and money, my loss was a lot greater than my profit.*

Mary – *My income has increased very little and I have done little or no marketing. I'm feeling burned out and not motivated. Not enough time off. And yes, Yelp is relentless. I have a few free reviews on my page and I had to block them from bugging me constantly about paid advertising.*

NEXT STEP: LEARN YOUR LESSONS

It is important to acknowledge both your accomplishments and your disappointments because they will enable you to learn valuable lessons about strengths and opportunities for growth. If you are succeeding in certain areas, those are your strengths. The disappointments signal the opportunities for growth in your business or your life.

I recommend that you use these lessons to craft a guideline for the future. If you work with the Best Year Yet program, there's a part of the software where you actually create three guidelines for the future that will move you powerfully forward. It's like a mantra or an affirmation. A guideline is advice to yourself leading to good results. Powerful guidelines read as a piece of instruction. You really want to feel the positivity inside when you read it out loud.

Some examples of a powerful guideline are:

- Hire top quality staff members so I can experience more ease and freedom in my work. (This could be after an experience where you hired horrible people who actually damaged your reputation.)
- Return all business calls and emails within 24 hours so I can generate more clients. (This could be as a result of noticing a challenge or disappointment in

having a hard time returning client calls and you're wondering why you're not getting new business.)

- Take weekends off from work so I can spend more quality time with my family. (Easier said than done, but maybe you've been working weekends and you need to train a manager who can take over for you.)

When you're writing your guidelines, you really want to look at and start with a verb: an action. Hire. Return. Take weekend off. You are actually taking action and then writing what it is you're going to be doing. Then write what the gift is that is going to result from you following that guideline. Some guidelines might take you several months to actually complete, but just having the guideline can begin to move you forward powerfully.

WHAT DO YOU WANT?

This is a big question that a lot of people don't even know how to answer. Most people don't know what they want. I want you to share what it is you most want to create. You talked about your dreams and visions, so that may already have answered this question. If there's anything else that you know you want to create, I encourage you to share it with us. What do you most want to create in the next 12 months in your pet business?

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Jonann – *Stability.*

Tonya – *More dog walking clients for consistent income for my day crew.*

Julie – *I want to gain 50 more clients and hire and be able to afford a great manager so I can continue to grow my family and stay at home being a super momma.*

Morgan – *Flexible personal schedule to enable travel. I want to triple our current revenue. I want to build an excellent company culture with reliable contractors.*

Kayla – *I want to create a self-sustaining business that caters to my clients and allows me to focus on my new life as a wife and future mother. I want to create a business that people want to work for.*

Mary – *A better website and social media presence.*

Nicki – *Recurring passive income. Ease with creating systems. Clear communication with clients and employees.*

Deanna – *I want to create a strong team of employees so that I can put more time into my personal life and not work nights and weekends.*

Michael – *I want most to provide for my family while I stay flexible and profitable.*

Karen – *A sense of security with the concept of hiring. Right now, I am a one-person operation and I'm burning the candle at both ends.*

Diane – *I want to create a reputation of being knowledgeable and kind. I want to feel fulfilled in my work and I want to have income to be comfortable.*

Christina – *Have my academy up and running. Create the mindset among my staff of superior service. Be able to step back so I can be a mommy to my eight-year-old twins.*

ROADBLOCKS

Here are some potential roadblocks that may keep you from creating your best business. It's important to look at these because they can get in the way of what you most want to create. They are worth discussing and looking at.

- Putting attention on your competitors instead of on your own business. (If you are looking over here at your competitor away from your own business, you're not focused on where you want to go. You're focused on somebody else. Bring your attention back to you.)
- Lack of focus. (No daily, weekly or monthly plan to keep you on track.)
- Falling in to the black hole of social media. (You guys know what I'm talking about.)
- Being disorganized. (A messy house, messy finances, messy office.)
- A lack of integrity. (Claiming a 30-minute cat visit when you only did 15 minutes.)
- Wanting more business but not taking action to get it. (Not having time for marketing or other income-producing activities.)
- A lack of belief that you can create what you want.
- Not having enough staff members and/or not letting go of staff members.

What stops you from creating your best business? What is one of your roadblocks in your business? It could be one of the above roadblocks, but it might be something totally different.

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Nicki – *Understaffed.*

Christina – *Focus. I get so distracted with putting out fires.*

Tonya – *Not having a consistent schedule and instead just doing things as they come up, as in sending out weekly invoices to clients on a specific day.*

Kayla – *Not knowing how to hire employees vs. ICs in California for overnight pet sits.*

Deanna – *Finding the right clients. Currently we have a lot of weekday solo walks and I would like to be doing more group walks.*

Diane – *Limiting beliefs, focus, needing to hire someone dependable, finances, a definitive plan.*

Morgan – *Scaling sitters and clients evenly. Having a lack or excess of work for the company.*

Michael – *One of my road blocks has been not having enough time and being afraid to hire staff because I'm too greedy to share money. Oy, did I just say that?*

Karen – *Living in a rural area.*

Mary – *Lack of focus is number one. I get easily distracted and wanting more business but not taking the time to market.*

Julie – *Number one would be a limiting belief that I'm not capable of building a bigger, more successful business. I have kept my number of clients at 20 or below for six years. I lose some and then I gain some. And it stayed pretty much the same. Coincidence? I think not. I want to believe I am capable. I'm not committing to spending time marketing on a regular basis.*

LIMITING BELIEFS

Limiting beliefs create a feeling that keeps us stuck. We keep pushing up against it and we wonder why we can't go beyond it. It's because of the thoughts that we are thinking.

If I were coaching you right now, one of the things that I would do is I would give you an affirmation. I have worked with them in my life to create incredible things.

I would even say my husband is a part of my affirmation. When I was dating, I was feeling really stuck, and I realized that I had a limiting belief. I felt like I was too old to get married. What I began doing is acknowledging that limiting belief. It took some time because it was a painful one. I didn't want to face that I had this limiting belief that I was too old to get married. That was terrifying for me and it brought up a lot of shame and fear.

What I did was I turned it around and I made it into a positive thing. Instead of telling myself I was too old to get married, I started telling myself that I was the perfect age to get married. At first, that was so mind-blowingly ridiculous. It felt like the biggest lie. But, as I started reflecting on it, I realized that I actually was the perfect age to get married. I had life experiences. I had been in some wonderful relationships that weren't quite the right fit for marriage. I started to really see the truth of that, but it didn't happen right away.

After I worked with that one for a while and felt more comfortable that I was the perfect age to get married, then I began looking at drawing my husband in through an affirmation. I would say my affirmation for my future partner many times out loud: I am in a happy, healthy, loving relationship with a man who loves and adores me and who I love and adore. And it came true. I met my husband five years ago and we got married last year. In fact, sometimes he'll whisper in my ear that he adores me, and I did not tell him this affirmation.

My business affirmation was very simple for me. I had two business affirmations. The first one was: I am a successful businesswoman. It's very simple and I began to really claim that and really see that for myself. My second affirmation was income-based. I would write it on a post-it note and put it on my computer: I earn (enter amount here) or more easily and effortlessly. So, for those of you who really want to rewire your brain because you have some limiting beliefs, there's some homework for you. Create an affirmation.

QUICK-CHANGE SOLUTIONS TO YOUR ROADBLOCK

The positive thing about roadblocks is that they all come with a quick-change solution. Here are some examples of some quick-change solutions.

- Setting daily goals and picking one that is a must-do. If you're having a hard time keeping track of things and actually getting stuff done, your quick-change solution might be using your Best Year Yet software on a weekly and daily basis.
- A "feel-good file" is something that can be great for those of you that are struggling with negative thoughts – like if you've received a client complaint. A feel-good file is an actual file, physical or digital, where you keep those wonderful emails or thank you notes that you receive from your clients.
- If you're struggling with being online a lot, the Freedom app is really powerful. Basically, it does not allow you to go online for a time period that you designate.
- Using a timer to set aside 15 minutes to declutter/organize your office. A timer is a really powerful piece of machinery. I recommend that you actually get a timer and use it instead of your phone.
- If you're feeling stuck around hiring, place an ad on Craigslist.

Begin to discover what your quick-change solution is and please share what you come up with.

Catapult Live Attendees: Please post your response in the Facebook group.

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

ACTION STEPS

Catapult Live Attendees: I will be posting all of the Action Steps in the Facebook group.

ACTION STEP NO. 1

The first Action Step is to pick one roadblock to begin working on this week. Notice when, where and how this roadblock arises. Then discover the quick-change solution. Is it having a feel-good file? Is it setting the timer for ten minutes to clean? Is it actually buying a timer so you can clean? What exactly is it for you?

SELF-CARE

Now I want to talk about basic self-care because some of you, especially those of you that are working a lot, are probably not taking care of yourself in the best way that you can. You may not feel like you have time. This is one of those things where you have to

schedule time for yourself first before scheduling the rest of your life or your business. It's important for you to start your week looking at how you can take care of yourself.

What helps you thrive that you haven't been doing lately? I'd love to hear your answers. Here are a few examples: Regular exercise, healthy eating, drinking enough water, massage and relaxation or quality time with friends and family. What is your self-care action that you want to start doing for yourself?

Anytime Access attendees: Please pause the recording and post your response now in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Deanna – *Going to the mountains and yoga.*

Tonya – *Meditate daily.*

Morgan – *Quality time with friends, family and fiancé.*

Michael – *Meditate. I haven't meditated in forever.*

Julie – *Meditation and affirmation.*

Diane – *Meditation, getting enough sleep, taking time for a face mask.*

Nicki – *Quiet time, time with friends, stretch, goal of getting regular massages sounds amazing.*

Karen – *More time for family, regular biking, get my water intake in sync for the hot weather that is approaching. Hydration can be a challenge.*

Mary – *Committing to regular exercise. More sleep, better meal planning so I'm not eating on the run. Spending more time with friends and family.*

Kayla – *Schedule time for the gym and twice monthly pedicures.*

HALT

Some of you may have heard about HALT. It stands for hungry, angry, lonely, or tired. These are a recipe for disaster. If you're feeling out of sorts or just off kilter, ask yourself if you're hungry, angry, lonely or tired. It might be all four at one time. Often, when we're hungry and we're driving, it can lead to anger. The pet business world can be very isolating and lonely, especially for those of you that don't have family nearby or a partner. I really encourage you to cultivate your friendships. I went through a really lonely time when I started my business where I just didn't feel like I had time for my

friends. I was never available, and I ended up losing some friends. I had to really begin to switch things and put friends before my work so that I could satisfy that part of me that was feeling very lonely and it worked. Some of you mentioned sleep for self-care and I can really relate to that. Without sleep, we become tall two-year-olds. Is that how you feel? And you can see that when people wig out on you. They're probably tired or there's something going on. It might be the HALT thing: hungry, angry, lonely or tired.

SMART GOALS

So, now we're going to switch gears. We go from self-care to setting smart goals. Sometimes these can be actually mutually beneficial to each other because we can set goals that are really reflective of our self-care needs.

When you're setting goals, you want to start with a verb – kind of like the guidelines we discussed earlier. It's the same thing. It will move you powerfully forward into action. And you want to have a date by which to achieve your goal.

Here are some examples of smart goals:

- Gain 12 new clients by March 1.
- Take a trip to Europe by September 30.
- Be free of credit card debt by December 3.
- Earn \$110,000 by December 31.

Smart goals are specific, measurable, attainable, relevant and time bound. Smart goals will really help you stay on track and get clear about what you want to create and when.

WEEKLY AND MONTHLY GOAL CREATING AND SCORING

If you are working with the Best Year Yet program, I encourage you to get in the habit of scoring your monthly and weekly goals using the system. It is such a powerful way to stay on track. I feel like I've accomplished so much in the past seven years of working with the program. I want those of you who have the Best Year Yet program to really begin to work with it and score your goals and create them every month and every week. Stay on track with that and here's how:

- Pick a regular day and time each week so it becomes a habit.
- Put a reminder on your phone. If you're using the Best Year Yet program, you can also set an email alert that will remind you to score your plan.

- Make it fun by putting two or more goals on your weekly goal list that you're going to look forward to. It could be a self-care item like massage or lunch with a friend.
- Don't put too many goals on your daily or weekly goal list. You're going to get overwhelmed if you do that and it's not going to be a fun experience. So, don't do it. Keep it to ten or fewer goals.

ACTION STEP NO. 2

The second action step for this week: I want you to create this week's business goals by tomorrow. If you're using the Best Year Yet software system, be sure to score your weekly goals before we meet again next week. Be sure to add one to two self-care goals to balance out all those business goals. I would really recommend that your self-care goals don't have anything to do with animals, even if you're feeling like you want to hang out with your own animals. For these self-care goals, I really want them to be centered on connecting with yourself or another human being and begin to nurture and nourish your inner self.

ACTION BUDDIES

Part of the Catapult program is for you guys to get an action buddy. Having an action buddy is extremely helpful and supportive. You can contact your buddy before you take a big action. Maybe you want to raise your rates and you're going to be sending out a rate increase letter and you're feeling terrified. You can contact your buddy for support or guidance. And then you bookend your difficult task and contact them afterwards to tell them you did it or how it went. Just having the bookend of support from your action buddy is really going to make a big difference for you. It's amazing. You'll be reminded that you're not alone. That's one of the greatest gifts, especially when you're self-employed, is to know that you're not alone. Your buddy will also feel like they're not alone when you contact them. You will both be giving each other support and that really feels good.

You can pick an action buddy in the group by posting your need for an action buddy. You can do that on the private Facebook group page. If you have posted an introduction about yourself and somebody asks to be your buddy, you can if you want to be their buddy or not. You can decide how you and your buddy will communicate and work best together. It might be daily emails or texts. The important thing is to keep the

communication short and sweet. You are both going to be really busy and it's not about being best friends.

You want to have a basis for connection. Maybe initially you get on the phone and talk to each other so that you can connect to see if they're the right person. Don't take it personally if somebody says no. You will find your right buddy. If you want or need to get a buddy outside of the group, then pick somebody who is self-employed. But I really recommend that you keep it within the group because you've got this incredible resource of pet business owners here.

In the past, some people in the Catapult program have felt like they've been in business for so long and they don't necessarily want a newer pet business owner to be their buddy. From what I've seen, when they have chosen to do that, it has actually resulted in an incredible connection because you have somebody with fresh eyes looking at the business and you have a pet business owner with tons of experience. Don't be afraid to say yes to a buddy, even if they haven't been in business long. They can really provide a new perspective. Trust your intuition on this and you will know who the right buddy is.

ACTION STEP NO. 3

I want you to get an action buddy to support you and be supported by you this week. You can find that person on the Catapult private Facebook group. You can post an introduction about yourself and that's your action step. Let people know about your business, yourself and ask if there's anyone who can be your buddy. You can also approach people who posted an introduction on the Facebook group and ask them to be your buddy. Don't be afraid to ask. Everyone who has ever got a buddy in the Catapult program has had such great results and a lot of them are still friends years later. I've been running the Catapult for a number of years and people still have their action buddy.

MISSION STATEMENTS

Why do you want to have a mission statement for your business? It gives your business foundational integrity. It's a solid base from which your business is based on. You can refer back to it when you forget why you're in business. That can be super helpful when things are really rough. If you're posting it on your site, it lets your clients know why your business is in business. The right mission statement can be a powerful tool to attract the right clients to you. If you really believe in your mission statement, be sure to put it on your website. You will begin to create a resonance with your right clients.

Here are four questions that are going to lead you to your business mission statement.

- What do we do?
- How do we do it?
- Who do we do it for?
- What value are we bringing?

Here's an example of a mission statement that answers all those questions: ABC Pet Sitting LLC provides top quality professional and loving care for pets and their people. This is very simple, but very clear.

You may notice when you look at large corporations that they usually have a really short mission statement. Their belief is that the best mission statements are clear, memorable and concise. I agree with them. The Humane Society is very simple: Celebrating Animals, Confronting Cruelty. The National Wildlife Federation: Inspiring Americans to protect wildlife for our children's future. Keeping it really short and sweet is good.

Here are some guidelines when you're deciding whether your mission statement needs to be long or short:

- Try for as short as possible. More is less. Shorter is better.
- Whittle and hone your mission statement so it's as clear and concise as possible.
- No matter what, keep it under 50 words. I actually recommend keeping it under 25 words if you can.

Another question to ask yourself that will help you craft the right mission statement is what you take the most pride in when it comes to running your business. It may be customer service, kindness, professionalism or excellent care of pets. When you look at this, you may realize that your customer service has been lacking. If customer service is what you take the most pride in, you really need to work on that if it's going in your mission statement. Incorporate two or three of those pride points into your mission statement.

ACTION STEP NO. 4

Craft your mission statement. The right mission statement is going to give you a feeling of, "Yes! This is it!" You really want to wait and look for that feeling. You may need to

shuffle the words around before you reach that feeling. If you need help with your mission statement, ask your buddy or post on the Facebook group for feedback or ideas.

REACHING OUT FOR HELP

The "10,000-pound telephone" represents a phone call or a text or any way you reach out to your buddy. It can be very hard to do, especially if we're used to being lone wolves in our business. So, what does "10,000-pound telephone" mean? It's just hard. It is hard to actually pick it up and ask for help or support. Be aware of that difficulty but be willing to move through that during these next four weeks and beyond. This will help you begin to cultivate a new muscle that will be stronger in terms of asking for support.

You probably know this, but most self-employed people have a very hard time asking for help. And yet, it's really the key to freedom, prosperity and the ability to enjoy your business, and also so you don't feel lonely. You have a buddy. Or you have whatever kind of support you have in your life and your business.

DELEGATION

Delegation is the key to freedom in your business. Not asking for help gets in the way of being able to delegate to your staff members, if you have them, as well as actually hiring people, if you don't yet have staff members.

If you feel anxiety around letting go, you're actually on the right track. It's very uncomfortable to give the reins to somebody else in our business. For a lot of us, our business is our baby. We've nurtured it from nothing to something. It makes sense that we would be careful and nervous about giving the reins to someone else. It's like when you get a babysitter for the first time for your baby. It's kind of scary. It's a normal process, but this is going to help minimize the anxiety around it, especially the more you do it.

Here are the five stages of smart delegation:

- Realization that you need help and you need to delegate. Realization is kind of an awakening.
- Observation is training. You hire somebody and they watch you while you do the job.
- Collaboration is doing the job together once the observation has happened.
- Evaluation is you watching and instructing while they do the job.

- Delegation is actually them doing the job.

Some people see delegation as giving away their business, but then occasionally taking it back. But really, delegation is about letting go. You can feel more comfortable doing this because you've completed the stages of delegation. It's more comfortable to let go of the reins.

ACTION STEP NO. 5

Make a list of the tasks in your business that you could (and should) begin to delegate to somebody else. If you're struggling with not knowing what those are, ask yourself what are the tasks that you least enjoy doing. Those are the things you want to put on the list.

Anytime Access attendees: Please pause the recording and write down the Action Steps.

ACTION STEPS FOR WEEK ONE:

1. Pick one business road block to notice and work with this week.
2. Create this week's goals by tomorrow and score your weekly goals before next week.
3. Get an action buddy to support you and be supported by you this week.
4. Create a mission statement.
5. Make a list of the tasks in your business that you could (and should) delegate to someone else.

Bonus Action: Create or review your guidelines and make sure they are written in a way that pulls you powerfully forward toward what you want.

Thank you for being here for Week One of the Catapult program!

CATAPULT 4-WEEK PET BUSINESS PROGRAM: WEEK TWO

Webinar Recording: <https://instantteleseminar.com/Events/107262318>

Password: CATAPULTNOW (must be in all capital letters)

INTRODUCTION

Catapult Live Attendees check in about their action step from last week.

ACTION STEPS FOR WEEK 1:

6. Pick one business road block to notice and work with this week.
7. Create this week's goals by tomorrow and score your weekly goals before next week.
8. Get an action buddy to support you and be supported by you this week.
9. Create a mission statement.
10. Make a list of the tasks in your business that you could (and should) delegate to someone else.

Anytime Access attendees: Please pause the recording, [go to the private Facebook group now](#) and post a check-in about your action steps.

IDENTIFYING ENERGY DRAINS

There are lots of tasks involved in the pet business, some of which may take more of your energy than others. Here is a list of some of the potential tasks of the pet business.

- Pet sitting, dog walking, dog training and other pet services.
- Returning client calls and emails.
- Customer service (dealing with client complaints and other issues).
- Marketing.
- Website updates or any kind of admin work around the website or social media.
- Business newsletter creation.
- Hiring new staff members.
- _____. Fill in the blank. There will be lots of tasks that you do that aren't listed here.

What are the to-dos that you find yourself dragging your feet on? What tasks do you feel burned out about before you have even begun them? Please share this in the chat box which tasks make you feel uplifted or depleted. Please identify the tasks that are uplifting for you and the tasks that are depleting for you.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Which tasks leave you feeling drained or uplifted?

Julie – *Marketing feels depleting. I feel stuck moving forward with that. I love talking to clients and doing the newsletter.*

Michael – *Uplifting: meet and greets with new clients. Depleting: social media.*

Shannon – *I feel drained scheduling and going to meet and greets. I think we need to set specific times we are available because they always seem to happen in the little free time we have.*

Diane – *Uplifting: animals, pet sitting, walking. Depleting: the newsletter or blog creation and the website updates.*

Shannon – *The hiring process is very daunting.*

Nicki – *Uplifting: boarding dogs, chatting with clients, doing something to surprise them, running promos, engaging in social media. And what's draining is feeling the pressure of trying to find and hire quality candidates for the first time, but I'm up for the challenge and I feel supported. I bought that hiring kit so I think that will help as well. Thank you for creating that.*

Jake – *Uplifting: meeting potential new clients at the dog park and connecting with them on an emotional level. Depleting: not much right now, to be honest.*

Mary – *Uplifting: I like new client consultations and I love pet sitting and other services. Depleting: Returning client calls. I don't mind emails though.*

Deanna – *Uplifting: Dog walking, getting new business, scheduling. Depleting: The occasional difficult client and hiring.*

Kayla – *Uplifting: Pet sitting and dog walking, returning calls, emails. I love conversations. Marketing. I love networking. What is draining is customer service, negative experience for a client recently because I used an online client database that she was uncomfortable with. This stressed me out. Social media. The electronic federal tax payment service. They're so rude.*

Jake – *Depleting: Actually, just the day-to-day stress of life. LOL*

Shannon – *I forgot the uplifting. Posting cute pics of happy pets, going for lots of walks, updating pet parents, working on our website.*

Karen – *Uplifting: Meeting and interacting with clients. Depleting: Marketing and website work. And Shannon, I agree, hiring for the first time is daunting and depleting.*

Violet – *Uplifting: Dog walking. Draining: Returning calls!*

Anonymous – *Uplifting: Meeting with clients. Depleting: IRS.*

WEEK ONE ACTION STEP: DELEGATING

What did you write down for the Week One Action Step as possible tasks that you could delegate? It may be different from the depleting and uplifting tasks that you just wrote down. The Action Step was to make a list of the tasks in your business that you could (and should) delegate to someone else. These are usually tasks that you least enjoy doing. We are going to work on this a little bit today. I know some of you really need to learn how to delegate and are having a hard time with that. It is challenging. So, this is where the rubber hits the road and we begin to work on this a little bit.

Anytime Access attendees: Please pause the recording and post a check in about your action step in the [Facebook group](#).

What did you write down for the Week One Action Step as possible tasks that you could delegate?

Answers from the Catapult Live Attendees:

Mary – *Bookkeeping, working in QuickBooks. I hate doing it and I am way behind on it.*

Julie – *Have someone do SEO and hire someone to put flyers around the neighborhoods we service.*

Diane – *Payroll and tax filings. Technical things that drive me crazy. Website updates, etc.*

Jake – *Per my parents, who are both very successful entrepreneurs, they say that the most successful people are the ones who delegate. Although delegating can take lots of time to master because we all want to do it ourselves.*

Kristin: A lot of entrepreneurs definitely want to do it themselves, which is why they are entrepreneurs. But we have to get out of that loop. One of the things that you might say to yourself in that instance is that it will take too long to train someone, so you're better off doing it yourself. Or maybe you tried to delegate and it didn't work, so you're just going to continue doing it even though you hate it. Those are the two biggest comments that I receive when I'm working with people who really have tasks that they need to delegate. It's important to realize that it usually does take a lot of time in the beginning to delegate something. There is a training process. A lot of times those of us that need to delegate are so busy that we don't want to invest that time and energy that it may take to actually turn something over. And yet, if we can do that, it can really free us up. It's sort of like short-term pain for long-term gain. Investing the time and energy to train someone or to really share with them what exactly we need them to do can take time, but it really is worth it in the end.

Shannon – *Delegate: Evening visits, weekend visits. Delegate bookkeeping and payroll.*

Michael – *Delegate: 1) Bookkeeping and taxes; 2) Social media; 3) Scheduling; 4) Driving over the hill into Hollywood; and 5) Single walks.*

Robin – *I need to delegate bookkeeping, SEO, my website, newsletter set up.*

Karen – *Well, I would like to delegate. My dogs aren't willing to accept their assignments. I need to find someone to help so I can delegate.*

Kayla – *Delegate: Deep cleaning of my house to housekeeper. Admin work, such as converting appointments to invoices and recording receipts. Hand bill distribution. SEO social media marketing.*

Nicki – *Delegating: Would love to have a manager, a monthly and maybe weekly newspaper. Create an editorial calendar for promos. Social media and create useful content and accounting.*

Kristin: Isn't it good to just get clear on the possible tasks that you could delegate? It opens up a whole new world of opportunity.

HOW CAN YOU DELEGATE TASKS THAT YOU DON'T ENJOY?

Some of you may think that you are not making enough in order to pay someone to do your unwanted tasks. That may inspire you to earn more money in order to hire somebody to do them. Then that will free you up to make even more money in your business.

You can explore creative solutions to getting things done that you don't like doing. Maybe bartering with clients who are experienced in the task that you don't enjoy doing can be a really great solution. I remember a local vet who had a section on his intake form that asked what you did for work. The reason he asked that was because he loved to barter with people. They would receive vet care and he would have somebody to create his website and somebody who cleaned his house. He just loved to exchange services. That can be a creative solution to getting things done that you don't like doing, especially if you don't have the money to do them. You can provide the service instead.

If you are looking for resources in order to find really good people, there are a number of them out there. There are three that I have used many times and really enjoy. Upwork.com, Fiverr.com and TaskRabbit.com are really good. You can find web people, social media help, organizational experts, office help and more. Explore some of these options for your tasks. Actually hiring somebody that can help get it done will be so freeing for you.

ACTION STEP NO. 1

I want you to pick one – only one – of the tasks that you dread or that you are really not good at. We're going to start with just one. Because you're entrepreneurs, a lot of you may feel that you want to delegate lots of things this week. Just pick one task this week that you dread or that you're really not good at and delegate it to somebody who is good at it and who enjoys it. Again, good resources for this are Upwork, Task Rabbit, Fiverr and there are many others. These are just three. I want you to write about this on the Facebook group. Let us know how it feels when you've done it and what the transition was like passing the baton to somebody else. Tell us about your process because that

will help others and can really inspire them to take that leap. You will be helping somebody else in addition to helping yourself.

WHAT IS NOT WORKING IN YOUR BUSINESS?

I want you to think about something in your business that is not working and preferably something that hasn't been working for a long time. This may or may not be something that you wrote about in terms of delegating, but it's probably not. Think about that. It could have to do with money or with staff and client relationships. Maybe you have some really difficult clients or you have really difficult staff members. It could have to do with financial organization. Maybe you're having a hard time keeping up with all of your receipts and entering them into your financial software system. Maybe you feel really disorganized in terms of your office or your computer. Please share with us what it is that is not working for you.

Anytime Access attendees: Please pause the recording and post a check in about your action step in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Diane – *I'm not making enough money right now. I'm fearful to find new clients that want services and I'm not available until I can hire a good employee.*

Shannon – *Staffing is not working right now. We are paying quite a bit out each month, but still feel overwhelmed and I don't get days off. We have three very part-time sitters who can't cover a whole day for us without lots of coercing from me. I hate that.*

Anonymous – *Financial. Not keeping up with receipts and bookkeeping.*

Robin – *I don't have financial or reservation software. I use Excel. Time to move to technology – not my strength.*

Mary – *What's not working is that, despite working seven days a week, I'm still not making enough money and financial organization.*

Anonymous – *I feel like I should know how to use my QuickBooks software but I have no idea so I'm totally behind on all bookkeeping for the entire year. At this point, I just want to hire out help to get caught up and then have someone teach me how to use it or*

find out how much it would cost to totally never have to do it again and just look in on how things are going.

Kayla – Scheduling tasks or lack thereof on a regular basis or weekly basis. I need to schedule a day or a week or a time of the day to take care of admin work. I get behind and it becomes a daunting task.

Julie – More potential clients than I can commit to you on a regular, ongoing walk schedule, which means more money, which equals me hiring more staff, including a manager. I want 50 more clients.

Michael – Scheduling is not working. I work every day from 7:30 am to 4:00 pm and I never have enough time for myself, my family and my business.

Jake – Assigning every dollar a job was the best piece of financial advice I ever got. Time blocking has been a life saver for me.

CHANGE WHAT'S NOT WORKING

Sometimes changing something that's not working requires support from someone else to get it to work. Other times, simply waking up to the fact that something is really not working creates the needed change.

I am going to share a little bit about this. In my own business many years ago, what wasn't working for me was the dog walking. I owned a pet sitting and dog walking business for 18 years. I had many dog walking clients and many dog walkers. At a certain point in my business it was very frustrating for me because the dog walkers were calling in sick and taking vacations. It just wasn't working and I realized that I had to change. At first I thought I was going to just let of the dog walking part of my business, but then I crunched the numbers and realized that it was half of my income. I really had to look at how I could do it differently. What I ended up doing was having my staff members create their own back up list. They would actually be in charge of calling the other dog walkers to get coverage rather than calling me to do it and it was a game changer. It was wonderful.

I want to share another thing before we move on. There was another point in my business where I realized that I had to personally give up the dog walking. I had been walking dogs five days a week. Then I hired somebody for Tuesday and Thursday, so I

was only walking three days a week. I was no longer pet sitting. I was just managing the business, managing my staff and doing the dog walks on Monday, Wednesday and Friday. I began to realize that I needed to let it go when I found myself having a hard time keeping up with all the business end items like returning client calls. The dog walking was just taking up a lot of time and energy.

As I was mulling over letting the dog walking go, there was an instance where I was taking some dogs for a group hike and on the way to the trail, I started to smell something in the car and I realized one of the dogs had pooped in the car. It felt like a sign that I have to let the dog walking go, but I still didn't do it. I just kept thinking that I would hire somebody to take over my dogs at some point. And then I had another experience with a dog that I loved named Lyle, who was kind of a problem child to begin with. I would walk him with his friend, Daisy. I picked up Lyle one day and then ran in the house to get Daisy, just like I did every Monday, Wednesday and Friday. When I come out with Daisy, I see Lyle there with foam hanging out of his mouth and I realized that he had literally eaten my back seat of my car. At that moment I decided I was done dog walking. It was such a clear sign. So, we get our signs that we need to stop doing whatever we're doing that's not working.

HAPPINESS

Happiness is something that a lot of people don't think about. You have probably heard the expression "insanity is doing the same thing over and over and expecting different results." You want to change the way you do things or have somebody else do the business tasks that you dread or that you're not good at. That can really begin to shift things big time.

I'm going to read this little diagram here.

- Are you happy? Yes. Keep doing whatever it is you're doing.
- Are you happy? No. Do you want to be happy? Yes. Change something.
- Are you happy? No. Do you want to be happy? No. Keep doing what you're doing.

This chart is good to come back to for those of you that are feeling stuck. Insanity is doing the same thing over and over and expecting different results. Begin to put your energy where it belongs and what you are good at. Begin to explore your zones of

genius and what you enjoy doing and you're going to make more money as a result. Your energy will be behind you and you'll be on fire. Of course, you can't do everything you want. If you're a new business owner, you can't jump to your zone of genius right away. It's kind of crazy to think that. But you can begin to incorporate more of the zones of genius into your daily life and begin to delegate more of those things that aren't your zone of genius and things that you don't enjoy at all.

ACTION STEP NO. 2

Get honest with yourself. Write down a list of items that have not been working in your business. This is the first step to begin to make a change. Anytime we want to make a change, we have to get honest with ourselves. Writing it down is very powerful and this may be something that you want to share with your buddy or the group. It could help somebody else by sharing it. Or you can just keep it private if you'd prefer that. Look at how you may be able to delegate those items to somebody else. Explore that. It's not like you have to delegate right at this moment, but just look at how you might be able to delegate them. Or you can explore how you can have a different and more positive relationship with the things that are really challenging if you can't delegate them to somebody else now due to financial or logistical reasons. There may be a lot of reasons why you can't delegate right now. But begin to explore how you can have a different relationship with them. Maybe you can do things differently.

RAISING YOUR RATES

When was the last time you raised your rates?

Anytime Access attendees: Please pause the recording and post a check in about your action step in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Robin – *I have never raised my rates.*

Kristin: How long have you had your business?

Robin – *Two years, part time. One year, full time.*

Kristin: So, you've been in business for three years and you've never raised your rates. I usually recommend that you raise your rates at least every two years. You are probably going to want to look at that, just so you know.

Jake – *If your clients haven't objected to your pricing, you're not charging enough. What are your thoughts on this?*

Kristin: I don't necessarily think that's true. I mean, it sometimes happens. My company was the highest priced company in the area that I was running it from, but we had been in business for a long time and I felt really justified by that. Plus, we had a huge demand for our service so it was really easy to price high and not bat an eye. Occasionally, we would have client who would object, but they wanted to use us so they would be willing. I don't necessarily think that is a good way to determine whether your pricing is right or not. I think it's important to actually look at your competitors and see what they're charging and begin to price yourself in the middle to high range of that. If you haven't been in business for very long, that can be a good place to start.

Diane – *I'm pretty new so I have not raised them. I researched the local going rate.*

Shannon – *We raised rates for current clients in June 2017. In January 2018, we raised our new client rates, but have not raised current clients up to rate on website.*

Mary – *I raised rates for most of my regular clients \$1 per visit/walk on April 1 of this year. I try to do it once a year.*

Kayla – *Business went official on November 17, but I have been unofficially pet sitting since 2012. I raised rates for new clients immediately after going full time, but I have yet to raise rates for old clients.*

Kristin: That is very common. It's hard to raise the rates for old clients. But I would say that if you have clients that you've been pet sitting for since 2012, those clients' rates need to be raised, even if it's just a couple of dollars. Usually you don't want to raise rates more than \$2, but sometimes if they're priced really low, you can raise it \$3 to \$5. I'm sure they know that they're getting a huge deal and that they have for years.

Michael – *I've never raised my rates. I have started some clients out on a discounted rate and brought them up to everyone else's rate this year. I started my business in 2010.*

Julie – *Two years ago, I raised \$1 and I lost two clients. I raised the rates two years prior to that so it was the second time raising rates.*

Kristin: There may be people that leave when you raise your rates. That can happen for anyone. But if they're leaving because of a dollar, that probably isn't a client that you want. I'm wondering that's the reason that they left. That seems kind of crazy to me. Some people just get very disgruntled. But again, are they your ideal clients?

HOW TO RAISE YOUR RATES

I work with so many pet business owners who haven't raised their rates in years and they feel afraid to raise them. If it's been a while for you, there's no shame or judgment. You're not alone. I'm going to give you some pointers on how to raise your rates so that you get the least amount of push back from your clients going forward. Here are some tips that I've learned through my own business and also through working with people.

- Keep your rate increase letter super short and sweet. You don't want to put any apologies in the increase letter. Leave the word sorry out. No apologies.
- You want to give your clients at least a month's notice.
- You don't want to raise your existing clients more than \$2 per walk or visit and no more than \$5 per dog training session or overnight. If you have brand new clients, it's okay to raise them if they've never been quoted a price from you.
- You don't want to raise your client rates more than once a year.

You can find a sample rate increase letter on my website: www.SFPBacademy.com on the "Free Stuff" page. If you click on that link and scroll down, you're going to see a link at the bottom of the page to a blog post I wrote titled "How to Write the Rate Increase Letter." There is a rate increase email template on there that you can use by copying and pasting it if you want. There are also a lot more tips about how to raise rates. It's really important to raise rates in a very strategic way so that you don't have clients leaving. There's a specific way to do it and you want to make sure to read that blog post. It will help.

SPREADSHEETS

If your business is new or you haven't raised rates in more than two years, you should create a spreadsheet to see what your competitors are charging in comparison to your prices. Regardless of anything, this is something that should be done every two years. You really need to put this on your calendar so that you are doing it on a regular, ongoing basis.

HOW A \$2 RAISE CAN MAKE YOU THOUSANDS PER YEAR

A lot of times when I'm working with people and I tell them they need to raise their rates by \$1 or \$2, they think that's not very much. How is that going to make a big difference in profits? Here's what I tell them. I like writing this down so that people can actually see it. Let's say you have 10 Monday – Friday dog walking clients. If you raised those 10 clients \$2 more per walk for 20 walks per month per client, you will earn \$10 more per client per week; \$100 more for all 10 clients per week; \$400 more per month; and then \$4800 more per year. That's close to \$5000 without doing more work. And that's just for 10 clients. That's not even your whole client list. Raising your rates on a regular, ongoing basis makes a huge difference.

ACTION STEP NO. 3

Create a spreadsheet to see what 10 or more of your competitors are charging versus what you are charging. Include your business on that spreadsheet with your rates. Send out a rate increase letter to go into effect a month from the date that you send it. Let's say you want to raise your rates on August 1. You're going to be sending that rate increase letter out before July 1 so people have a month to get used to that rate increase.

Some people freak out when they hear the word "spreadsheet" so I want you to calm yourself down if you're feeling that. I am talking about a very simple spreadsheet. You can use Excel or Word or you can do it the old-fashioned way and use paper. On the far left, you will write a column of all ten websites that you've looked at that have their rates listed. Across the top, you will list the different time variations of services. If you're a dog walker and pet sitter, you're going to list 30-minute dog walk, 45-minute dog walk, 60-minute dog walk or whatever time variations you have. You will also list your additional dog rate. Do the same for your pet sitting variations: 30-minute pet visit, 45-minute pet visit, additional pet rate, medication rate and holiday rate. You really

want to write down all the different variations that you provide and that you may find online when you're looking at your competitors' rates. Write all those different rates down for your business and all of your competitors. I recommend putting your business in the middle so that you're able to really compare it from the top to the bottom and see where you are.

I realize that some of your competitors are not going to have their rates listed on their site. If you don't have many competitors nearby because you are in a rural area, think about your surrounding areas. Including those rates on your spreadsheet will be equally helpful in determining your rate. If you are newer to the business, I recommend that you start in the middle range start. If the range is between \$15 and \$20, then you should start with your rates in the middle at \$17 or \$18. If you've been in business for many years, I recommend being among the highest price services. You can claim that spot if you have been in business a long time. Raising rates can also lead to hiring better people because you can pay them more and make more profit for yourself.

HIRING OR MARKETING: WHICH COMES FIRST?

A lot of people ask whether they should hire first or market their business first. They usually think that they should market first because they want to have enough business for the people they will hire. But that is not the way you want to do it. You actually want to hire first because you want to make sure you have enough staff to cover the inquiries and it is counterintuitive to do it this way. But you don't want to have to turn away business and tell clients no. You only get one chance with new client calls. If you are not available now, they will probably not call you again. It's important to be available. That's why you want to start with the hiring rather than the marketing.

HIRING: HOW TO FIND IDEAL CANDIDATES

There are lots of places to find great people. If you already have staff members, you can ask them. One way to do that is to say, "I love working with you. I want more people just like you. Do you know anyone?" If you want them to be really motivated to be on the lookout for great people, you can pay them a referral fee. The referral fee can be anywhere from \$100 to \$200. You would pay that after the person that they refer ends up staying with you for three months or longer. You want to make sure that they don't just stay for two weeks and you're out a referral fee and a new person. Asking your current staff members can really lead to great hires. I did that a lot because I had such

good people and they knew great people. We hang out with the people that we're most like and my staff members were able to refer lots of great people to me.

You can also ask your clients, but I would say that this should be a last resort. Your clients actually want to think that these people magically appear. They don't want to think about you hiring a stranger or about you hiring at all. But if you really need people and the other things that you're trying aren't working, this can be a great way to find good people. If decide to ask your clients, you will want to alleviate their fears around you hiring. One of the ways you can do that is to say, "We are committed to hiring wonderful and responsible people and I'm wondering if you know anyone that fits that description? If you do, please have them contact us." Say something like that, so that you are really affirming the kind of people that you hire. That's going to help them feel a little bit more relaxed about the fact that you hire people that you don't know.

Another strategy you can explore that is more of an old-school technique, but still works, is to post flyers at vets' offices, groomers, pet stores and even coffee shops and local bulletin boards. It doesn't necessarily have to be a pet-related business in order to find great people, but it does help. People that are going to the vet, the groomer and pet stores probably love animals.

College and university job boards are another good place to advertise and a lot of those are online these days. You can just contact the colleges and universities and ask them if they have an online job board that you can submit your job too.

I have found a lot of great people on Craigslist. It's still a really good way to find people. You should use the Etc. Jobs section on Craigslist. It does cost money, but I think it is worth it. You want to make sure that you really have a thorough screening process when you're hiring people that haven't been referred to you. Websites like Indeed.com, NextDoor.com and Care.com can be great places to find local people. I know some people that have directly contacted pet sitters and dog walkers on Care.com and asked if they would be interested in supplemental work. Be careful if you do this because you want to make sure that your clients are first priority for whoever you hire. You really want to spell that out if someone already has clients of their own. The great thing about hiring people that have this experience is they usually have great references. They know what they're doing. You don't really have to train them as much. It can be great all around.

THE IMPORTANCE OF AN APPLICATION PACKET

The application packet is really important. Some of you may have heard me talk about this before. I created an application packet that you can get on my site. I want to preface what I'm about to say by saying that you do not, by any means, have to get my application packet. I never want people to feel like they have to buy my products. You can absolutely create your own and I'll tell you what's in it so that you can create your own if you wish.

Once you've decided what position you need to hire for and when and where you need them to work, the next step is to create or purchase an application packet. The packet that I have available is fully customizable. You can edit all the information for your business needs. And if you want to create your own application packet, I will go over what it contains. Whether you are a pet groomer, a dog trainer or a doggy daycare owner, you will still find value from listening to this and having an application packet for your type of business. It works for all kinds of businesses. You may just need to customize it for your own business.

It contains a letter from me with tips and tools on how to hire great people. Some of those tips can also be found on the “Free Stuff” page on the website: www.sixfigurepetbusinessacademy.com. You can go there and download the free hiring booklet from that page if you'd like. The free hiring booklet has a lot of hiring tips and tools.

Another thing that the application packet contains is a cover letter. The cover letter explains to your applicants where they can send the filled out application packet and the date by which to send it back. It is really important to have a date by which they send it back. If you keep it open-ended, you may get it back in a month. I recommend having them send it back within 5 or 7 days. You want to create a time boundary. People are busy and if we don't give them a deadline, they may not send it - or they may send it in a few weeks, which may be too late for you.

The packet also contains two applications: one that contains personal information and references and the other that contains questions specific to pet sitting and dog walking. There are two very important questions that you want to include in your application packet. The first question is: How much do you want to make per week doing part-time work with our company? If they put \$1000 a week and you only have \$100 worth of

business for them, it's not going to be a good fit and they won't stay for very long. This question will help you both clarify your expectations and just because they put a high amount there, does not necessarily mean they're not the right fit. You just want to clarify it with them.

The second question that's important to have on your application packet is: List three words that best describe why you would be a great dog walker (or whatever position you are looking for) with our company. This is a really important question because if they write three sentences or even one sentence that is longer than three words, they are not following directions. That is so important especially if they're working with animals with homes that require special attention. Clients often write notes and they have to follow directions. That's something that I was very rigorous about when I was reviewing application packets for my own business. If somebody wrote a sentence, they were usually out at that point. I would just decide that they cannot follow directions. I didn't want them to screw up on medication or something else.

Some other things that the application packet contains are job descriptions and pay amounts. You need to be really clear about the different jobs that you have available and how much you're going to be paying for them. It could be a dollar range depending on the amount of animals and where the job is located. Just make sure to include that important information. Also, just because somebody is applying for a dog walking position, I still recommend putting the other job descriptions in there if you have other jobs that you hire for because somebody may be a good candidate for all your jobs. You wouldn't know that if you just put the dog walking job description in there. Put them all in there. They get to choose whichever ones they want to fill out.

The application packet also includes a visit schedule so you can see at a glance when they are available and in what towns. What holidays are they available for? This is very important because the end-of-the-year holidays are prime real estate for pet sitters and dog walkers. You have to have good staff members who are actually available during that time. That's often when pet sitting companies make a lot of their income: Thanksgiving, Christmas, New Years. It's really important to make sure that they are available for at least two out of the three end-of-year holidays. They should circle the ones that they're available for.

And finally, include a dog walking schedule as well so you can see at a glance what days and times they are available and in what towns. You can hire the best person in the world, but if they're not available when you need them, that is not going to help. You want to make sure that they're available.

HELP WANTED AD IS UP – NOW WHAT?

Now that your ad is on Craigslist, Indeed or NextDoor, what is the next step? Next, you email your potential candidates the application packet. It creates a lot of fluidity and velocity in terms of movement. A lot of people get stuck on getting a lot of emails back, but if you have an application packet, you can simply attach it and say, Please fill out this application packet by this date and send it back to me.

I encourage you to have applicant's snail mail the packet back. This may not work for some of you because of time if you need somebody quickly. But if you're leisurely looking for somebody and you're not in a huge hurry, having them mail the packet back can be great because it really shows commitment. It shows commitment to fill out the packet in the first place because it's pretty lengthy, but this shows additional commitment in that they are printing it out, filling it out, putting it in an envelope, putting a stamp on it, addressing it and mailing it to you. They are committed. It doesn't necessarily mean they are the right person. You will know more when you review the packet. What it does mean is that they are committed, which is a huge thing.

STANDARD MATH TO FIND YOUR PERFECT STAFF

This is a rough estimate. I am not saying that you are going to get 300 responses. I am just using this as an example to show that you may not get a lot of application packets back. Let's say you place your ad and you receive up to 300 responses. Out of the 300, maybe 50 seem like good possibilities; just a fraction of the amount of emails you received. You email the application packet to 50 of those possibilities and maybe you receive half of the application packets in the mail. You review the packets and 10 seem like a good fit. Out of 10 calls, 8 are still interested in the job. Maybe 2 have already found a job. Out of 8 interviews, maybe 2 are wonderful and then you hire 2 wonderful new staff members. That's kind of what happens. Again, I'm not saying you have to have 300 responses in order to get 2 staff members, but in all likelihood, you're going to get about half of the application packets back that you've sent out. If you feel discouraged about that, you can think about all the time and energy you could have

spent calling these people, meeting them in person, having no-shows, or show up and not be a good fit. It saves a lot of time and energy.

WHAT TO PAY ATTENTION TO IN AN INTERVIEW

Basically, once you've reviewed the packet and someone seems like they could be a good fit, then you want to set up a face-to-face interview. These are the things that you want to pay attention to when you're interviewing.

- I encourage you to really honor and trust your very initial impression. There's a book by Malcom Gladwell called *Blink*. It is all about how our initial impression is usually the most accurate and we're the ones who kind of discount it or talk ourselves down. Listen to your gut instinct.
- You also want to pay attention to their schedule. Are they available? If they're not available, they could be the best person in the world but they will not be a good fit.
- Overall appearance. Are they presentable? That is really important. They are going to be meeting your clients, and you want to take that into consideration.
- Personality. There were a lot of people that I interviewed who had great application packets. Once I met with them, some would tell me they like pets more than people. That was kind of a yellow flag because these people were actually going to be meeting my clients. Connection to the pets is super important, but connecting with people is also really important too. Your clients have to be really comfortable with them and if they're not, they may end up not wanting this person to take care of their pets. Personality is really important.
- Ask yourself how you feel around this person. Do you feel comfortable with them? Is this somebody that you would feel comfortable with in your home or in your mom or sister's home? It's important to really think about that.

After you ask yourself these questions, then it's time for Q and A, but not before that. It's really important for you to first check in with yourself about all these things. Trust your gut and your initial impression of them. I can't recommend that highly enough. After you've asked a few questions, you're going to have a good idea of your sense of them. If they are a definite no, I recommend that you end the interview by letting them know that you have other interviews and that this is just a short interview to get to know them. You can say that you will call them to set up a second interview if you're

interested in doing that. You want to end the interview gently and diplomatically and not draw it out. If you are super clear from the beginning that this is not a good fit once you've met them, keep it to about 10 or 15 minutes. You don't want to have it be a 5-minute interview. That will be super awkward. Just be with discomfort for a bit but be willing to end it after about 10 minutes.

While they're answering your questions, pay attention to how you feel around this person. Are you relaxed? If you feel relaxed, your clients are going to feel relaxed also. If you're feeling anxious around them, your clients are probably going to feel anxious too.

When you are deciding on the questions to ask your potential new hires, you should ask them open-ended questions, rather than just yes or no questions. So, here are a few possible questions to ask during the interview.

- What kinds of animals do you prefer caring for? If they tell you that they love dogs and cats are okay, obviously this isn't going to be a person that you will want to put with cats. Is that important to you to have somebody who is able to do both or are you okay to just have somebody be really good with dogs.
- You can ask them scenario questions. How would you handle a situation if the key didn't work or if the dog was lethargic when you arrived? How would you handle not being able to find the cat when you arrive at a cat sit? Think about different things that have happened to you in your business or with your sitters or walkers. Ask questions based on those real-life scenarios because you know how best to handle those and you will know the correct answer.
- If they have pet sitting or dog walking references, you can ask them how they dealt with emergencies that arose at different jobs. How do you pill a cat? How do you administer sub cue fluids? If they've said that they can do something, ask them how they do it.

Make a list of questions that you can ask at the interview. I recommend no more than 5 questions. The majority of the information is going to be when you are connecting with them and paying attention during the interview and also when you are reviewing their application packet.

HOW TO MONITOR YOUR STAFF ONCE YOU'VE HIRED THEM

Send out a client questionnaire. If a client complains about a staff member, you want to call the staff member to get their side of the story before assuming that they did something wrong. You don't want your client questionnaire to be too lengthy. You want it to be short. I recommend no more than 4 or 5 questions to your client. You have your staff member leave it at the client's home when they've done their final visit or walk. You should also include a self-addressed stamped envelope along with the client questionnaire. People are more likely to actually fill it out and send it if they see a stamp.

Some questions you can include on a client questionnaire are:

- Were your pets happy and content when you arrived home?
- What do you wish your pet sitter or dog walker had done that wasn't done?
- List anything that will help us serve you better in the future.
- List things that you were really happy about that our pet sitter or dog walker did while you were away.

HOW TO CHECK UP ON YOUR STAFF

You can have them call you when they arrive and depart a client's home. That way you will get that date and time stamp. They will be calling from their own phone but they will have it in their head to let you know when they've arrived and when they're departing. Once staff has been with you for a while, I recommend just having them call when they do their first visit or when they start a regular ongoing dog walking job. Of course, if you have software, they will probably check in that way and that could be an alternative to the phone calls.

STAFF MISTAKES

You want to pay attention to mistakes and deal with them quickly and efficiently. If a staff member did something wrong on the first job, pay attention to that because usually people do their best on jobs one, two and three. Most people really put a lot of energy and attention into those first few jobs so that they do a good job. If they're screwing up on the first one or two jobs, they might not be a good fit. Pay attention to that. People prove who they are in the first 10 minutes and it's up to you to pay attention. When you

honestly look at who the applicant is, the person who is applying for the job or the new hire, in those first few minutes of meeting and how they did with their first few jobs, it tells you a lot about them. If a staff member does something wrong, it's important for you, as the boss, to look honestly at your part. This is something that a lot of people don't do, especially those new to hiring. Did you leave something out in your instruction to them? Did you not educate or train your staff properly? Be honest with yourself about that. It's really important.

HOW TO KEEP YOUR PRECIOUS STAFF

One way to keep your staff members is gratitude. There have been studies on what keeps employees and the people who do these studies were kind of shocked at what they discovered. They had it in their minds that it would be money, but it was actually appreciation. It was appreciation from the people who really mattered, which were the bosses, and how humanizing they were with their staff and how kind and appreciative they were. Gratitude is the number one reason why people stay. We all want to feel valued. Also, of course, when someone likes who they work with, whether it be their boss or their fellow staff members, that and gratitude can be very potent reasons that keep staff members for years and years and years.

OTHER WAYS TO KEEP YOUR PRECIOUS STAFF

You can give them a random paid day off. I would do that occasionally with my star people. I would just call them up and tell them I already have someone to cover for them today and give them a paid day off. They would be blown away and I would be thrilled. It feels so good to give something that means so much. That is something that can really make a difference and cause your staff to really want to stay with you.

Giving random bonuses is always surprising and welcoming. We love that. Giving surprise gifts. If they like massages, you can give them a massage certificate, especially after a really stressful period of pet sitting. If you have a busy summer period and you give them a massage certificate or even a coffee card in September that can make them so happy and make them feel so appreciated.

If clients are praising you about a certain staff member, it is really important to pass that on. I created a regular practice of telling staff members when clients would tell me how appreciative they were of the staff member. As soon as I got off the phone or finished

reading the email, I would immediately call the staff member and tell them how thrilled the client was with their service. And I would thank the staff member for that. I got to do that all the time because we got a lot of compliments. Anytime there was a really happy comment, I would immediately stop what I was doing and let the staff member know.

As far as what you are paying your staff members, typically it would be anywhere between 50% and 55% of whatever you are charging, and, of course, it depends whether you have employees or ICs. That's why it's so important to raise your rates on a regular basis. When you raise your client rates, always raise your staff's pay too. If you're raising your client rates yearly or every other year, then your staff is getting a regular raise too. It makes a huge difference.

You can find more about raising rates on the "Free Stuff" page on www.SFPBacademy.com. Scroll to the bottom and click on the link: "How to Write the Perfect Rate Increase Letter".

Another thing that I did was I let the clients know that tips were appreciated. I had this epiphany one day many years ago. I had been wondering how I could increase tips for my staff so that they were making more money, but I wasn't paying them more. During this time, it was standard practice to send a reservation confirmation to the clients, which also included some FAQs. What I ended up doing was writing above all the FAQs, "Some people ask us if tips are expected." That was kind of the question. And then I said in my answer, "Tips are not expected but they are very much appreciated and 100% of the tips go to the pet sitter or dog walker." Before I put that FAQ into the reservation confirmation, only about 10% of our clients gave out tips. After I did that, about 65% to 70% of our clients were tipping our sitters. Your clients will be more likely to actually tip if you have some kind of blurb on there. It really makes a difference.

Holiday fees are something that you want to look at when you are creating your pricing comparison sheet. You're going to see what your competitors are charging for holidays. Let's say you are charging \$10 more per night during the holidays. You would split that with the staff so that they would get \$5 more per night. And then, let's say you're charging \$5 more per visit on the holidays; the staff member would get \$2 or \$2.50.

Burn out can be a huge thing in this business, especially for pet sitters and dog walkers. If you have dog walkers walking 5 days a week, I really recommend that they only walk 2 or 3 days a week. Don't have your sitters work 7 days a week without a break every so often. You will lose staff members if you are not giving them a break. What I found is that when I had my walkers walking 5 days a week, they stayed with me on average maybe 6 to 9 months. When I would only have them walk Tuesday and Thursday or Monday, Wednesday and Friday, those walkers would stay with me on average for 3, 4 and 5 years. That was a huge difference. I began a policy that dog walkers could not walk 5 days a week. If you already have dog walkers walking 5 days a week, you don't want to take work away from them. You can offer that as a suggestion, but with anybody new coming on, I recommend that you only have them walk 2 or 3 days a week. If they say they really want more work, you can have them be the backup dog walkers and cover for those walkers who need a break. They could also do pet sitting or some other job to supplement the dog walking.

ACTION STEP NO. 4

If you need staff members, take one step toward hiring this week. Post an ad for help wanted. That could be one step. Spread the word with your current staff or clients. Send out application packets in a timely manner and make sure to put the date by which you want it back. Those are some suggestions.

LETTING GO OF CLIENTS THAT SAP A LOT OF ENERGY

I have noticed that those 5% of clients that are neurotic and really difficult tend to take up about 95% of our energy and prevent us from taking care of the 95% of our clients who are easy. That's a lot of energy that they're taking away from the majority of your clients. It's important to really look at who is the difficult client that you have. I call them vampire clients. If you want to, on the Facebook group, you can write a little bit about your vampire client. You will get a lot of sympathy and once you see what your client is like in writing, then you may even have this awareness that you really need to let them go.

You need to let go of these clients very gently. Difficult vampire clients can be retaliatory because they are so challenging. The first step is to identify which clients are your vampire clients. You want to determine if what they are paying you is worth the stress or the anxiety that they're causing. You also want to look at how much are you

paying in self-care activities to alleviate the stress that they're causing. Are you finding yourself having to do a lot of massages or spa days because your client is so stressful? I've had coaching clients who got into therapy because their clients were so difficult. They're paying a therapist to talk about the difficult clients when they actually don't need therapy; they just need to let that client go.

Let the difficult clients go very gently. They don't like to be rejected. You can explain that it's not a good fit or that you are no longer covering their area. You want it to be truthful. You don't want to lie because that will come back to bite you in the butt. Usually, if you just tell them that you realize it's just not a good fit and that you really want them to have the right fit, that can be the best thing to say for these difficult clients.

ACTION STEP NO. 5

If you have any vampire clients, or even vampire staff members, let one of them go this week. If you're hesitant to do this, look at how much you're spending on them. It's scary how much you could save.

WHAT EXCITES YOU ABOUT YOUR BUSINESS?

What gets you excited when you think about where you want to take your business this year? Is it growing the business? Is it hiring wonderful staff members? Is it doubling your profit? Please share with us what gets you really excited about where you want to take your business this year.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#).

Answers from the Catapult Live Attendees:

Jake – *Most definitely growing the business.*

Michael – *Doubling my profit while hiring at least one employee. More time off with friends and family.*

Robin – *Hiring great team and time off. Surfs up!*

Mary – *Hiring wonderful staff members so I can grow the business.*

Kayla – *Hiring staff so I can take time off.*

Kristin: Clearing away the rubble (difficult staff members and clients) makes room for your exciting dreams to become reality. It's like letting go of the toys and going through the paper. That may seem like it's not related but it absolutely is and it clears the way for your exciting business dreams to become reality.

USE YOUR BUDDY

I want to remind you don't forget to use your buddy to help you move forward. You can use Skype or Facetime. Those of you that are emailing and calling, you could try some other ways to connect with your buddy. I encourage you to do that if it feels right for you. For some of you, it doesn't and that's fine. Honor it and don't be afraid to tell your buddy if you really don't want to Skype and you prefer texting. Be clear about what you need and want.

CREATE A MORNING PRACTICE

Creating a morning practice is very important. How we start our day affects our whole day. This is one of the most important shifts that I made in my own life. Consciously starting my day with things that felt really good for me instead of flying out the door or taking care of others before I've taken care of myself. After you wake up in the morning, do something just for you. It could be meditating, inspirational reading or journal writing. Then you can do something for your business. Maybe you can set your priorities for the day, create your to-do list for the day, contact your buddy and let them know what you're going to do. Begin to explore this. I'm not going to create this as an action step, but I want you guys to begin to have this in your consciousness and begin to do this, even if it's only five minutes a day that you start it.

SUMMARY OF ACTION STEPS FOR WEEK 2:

1. Pick one task that you dread and delegate it.
2. Write down a list of items that have not been working for you in your business and explore who you can delegate them to or how you can have a difference relationship with them.
3. Create a spreadsheet of 10 or more of your competitors' rates and raise your rates if it becomes clear that you need to do that.

4. If you need staff members, take one step toward hiring this week and be sure to talk about it with your buddy.
5. If you have any vampire clients or staff members, let one of them go this week.

Don't forget to post on the Facebook group on your progress and check in with your buddy at least once this week. It helps them and it will help you.

CATAPULT 4-WEEK PET BUSINESS PROGRAM – WEEK THREE

Webinar Recording: <https://instantteleseminar.com/Events/107262822>

Password: CATAPULTNOW (must be in all capital letters)

INTRODUCTION

Catapult Live Attendees check in about their action steps from last week.

ACTION STEPS FOR WEEK 2:

6. Pick one task that you dread and delegate it.
7. Write down a list of items that have not been working for you in your business and explore who you can delegate them to or how you can have a difference relationship with them.
8. Create a spreadsheet of 10 or more of your competitors' rates and raise your rates if it becomes clear that you need to do that.
9. If you need staff members, take one step toward hiring this week and be sure to talk about it with your buddy.
10. If you have any vampire clients or staff members, let one of them go this week.

Anytime Access attendees: Please pause the recording, [go to the private Facebook group now](#) and post a check in about your action step.

BRANDING

Before we talk about actively marketing, it's really important to create branding and marketing materials. Not just any branding and marketing materials but really solid marketing materials. Your brand says a lot about your business. Some of you might not realize what branding is. Branding includes your logo, your website, business cards, car signs, t-shirts, flyers, your newsletter, your blog, etc. Which one of these items do you feel helps you gain the most clients? Please share your answer in the chat box.

Answers from the Catapult Live Attendees:

Deanna – *Website.*

Robin – *Client referrals have been the best.*

Kayla – *Referrals from the veterinarians I used to work for and the groomer next door to them. Door-to-door flyers have worked great.*

Diane – *Car signs and business cards have worked really well.*

Virginia – *It's been a little mix of everything depending on the quarter. Client referrals were huge last year. Now, it has been a mix of my car advertising and cards at local businesses.*

Kristin: That's why it's so important to market in many different areas and ways because what works now may not work as well in six months for whatever reason. Sometimes there's no rhyme or reason about why it works or why it doesn't, but that is the truth of what happens.

Michael – *Thumbtack works great for me in terms of getting business.*

Kristin: I'm glad you brought that up because that can be a good resource, but other people may find that it doesn't help them at all. I know that you are in Los Angeles and it usually does work really well in big cities.

Mary – *My website gets the most inquiries, but client referrals are number one.*

Robin – *Also, elementary school auctions have been great for me. They go on the most vacations.*

Morgan – *Posts in private social media groups and flyers have been really good.*

THE SUBTLETIES OF BRANDING

If you don't have this in your conscious brain of if you have never even thought about this, branding also includes subtle things, like the look and feel of your website. People need to feel like they can trust you from your website, so how it looks and how it feels is very important because most of you with pet businesses are going in to clients' homes. The colors in your logo and website also have to do with branding, as well as the words and the text that you use. The way you and your staff present yourself, including the way you dress at client meetings, make a difference and is also part of your branding.

The way you present yourself on social media and what you're writing about is part of your brand. A professional, close-up picture of you on your "About Us" website page is part of your branding and is really important. When I start working with a brand-new coaching client, one of the things that I do first is quickly look over their website to see

what things they need to change. What I've noticed is that sometimes the client either doesn't have a picture of themselves on their "About Us" page or they have a picture of themselves with sunglasses on or they're hiding behind a dog. Sometimes the page is a generic description of the business and not about them or their staff. Your "About Us" page should have a close-up photo of you looking straight at the camera and not hiding behind anything. It really makes your clients and potential clients feel like they can trust you, whereas the absence of a photo or a photo with sunglasses on makes them wonder who you are. If that is something that you don't have, it's important for you to look into that.

PERIODIC TABLE OF BRANDING

Br – Brand – A brand is a customer experience represented by a collection of images and ideas; often it refers to symbol such as a name, logo, slogan and design scheme.

M – Meaning – A big idea, strategic position, defined set of values and a voice that stands apart. All brands stand for something.

Du – Durability – A good brand is like a good suit. It is tailored so it looks good only on you and it's classic – by definition, it lasts beyond the fashion of the moment.

Au – Authenticity – An organization's genuine voice and values, based upon an understanding of its people, as well as its market, strategy and direction, and competitive different.

Co – Commitment – Brands are never truly finished. While brands must evolve and grow, organizations should act as stewards in the process, protecting the values and quality standards established by their brands.

Df – Differentiation – Standing out from the crowd to win attention and loyalty from all consumers in a marketplace of competition with brands both within and outside your business category.

Fx – Flexibility – Brands need to be agile, while staying authentic. Supporting an evolving market strategy keeps a brand fresh.

Vi – Vision – The foundation of a compelling brand is effective leadership and clear knowledge of the path ahead.

C – Coherence – A good brand can be used in unique and fresh ways through multiple branding tools or vehicles, while still conveying a consistent feel, voice and message.

Va – Value – Your brand communicates who you are, what you do and, more importantly, why it matters. We develop brands and brand vehicles to deliver these messages in a clear, coherent and impactful way, creating measurable results in the process.

This chart is a powerful resource and has really helped my clients get clear about their brand.

LOGO

I have worked with a number of coaching clients who don't have a logo. They have a website, they have words in terms of what their business name is, but they don't have a logo that ties it all together. There are the 5 principles of effective logo design. If you have a logo, really think about if it matches up with these 5 principles.

- Is it simple?
- Is it memorable?
- Is it timeless?
- Is it versatile?
- Is it appropriate for your business? Does it make sense for your business?

When you think about your logo in these terms, you can really get a sense of whether your logo strengthens or weakens your brand.

ONE WAY TO DESIGN A LOGO

If you don't have a logo, it's important to get one. Those of you that don't have a logo, I encourage you to do it. I have worked with a number of people in the Catapult program who have actually worked with 99 Designs, which is a fantastic logo design company. What you do is you post an ad on 99 Designs for what you are looking for. It's no guarantee, but they will give you an estimate of how many designers will create a logo for you. You get to pick from those logos which one you like best and you can work with that designer to customize it even more. Once you narrow down your design choices, you can create a poll on the Catapult Facebook group and ask the group to choose the one they like best. Many Catapulters have chosen their logo as a result of the doing that. It can be a really fun way to bring us into your experience and give you our feedback. Most business owners in this group are going to be pretty honest so be prepared for that. Sharing honest opinions is very helpful.

ELEMENTS OF A GOOD BRAND

There are some basic elements that a good brand should include.

- Easy to read, recognize and remember.
- Creative.
- Distinctive.
- Meaningful.
- Adaptable.
- Can be registered and legally protected.

Trademarking your logo is very important when you are trademarking your business name, which all of you should do if it's at all possible for you to do. It's not always possible. Someone may have too similar of a business name to yours. If you haven't gotten a trademark, I encourage you to at least explore it. The website for trademarking is www.uspto.gov. It's the United States Patent and Trademark Office.

ACTION STEP NO. 1

Take a look at all of your branding and notice what is not congruent. What doesn't match with everything? What doesn't work? What is missing? What have you outgrown? What do you need to change? If you need a second pair of eyes, you can ask your buddy to review your branding and give you honest feedback about what they notice about your brand. Then begin one branding change this week. It doesn't have to be a whole massive change. It can be a small change, but even making that one small change can begin to really make a big difference.

MARKETING

After you have created and strengthened your brand, you will be ready to move to marketing your business. You really want to take that first step before you move to marketing because your brand will be much stronger and ready. If you are unclear about the difference between marketing and branding, let me explain. Marketing is telling the world what your company is and what you specialize in. Branding is people understanding what your company is and what you specialize in. Marketing is telling the world what you are good at and branding is the world understanding what you are good at.

FREE ONLINE MARKETING

There is a ton of free online marketing available for you to get more clients. YouTube is an excellent resource for getting more clients. YouTube can really help you come up high on the search engines, especially if the title of the video has your main city as well as whatever service you most want to offer. For example, if you are in San Francisco and you offer pet sitting, a good title for a video about your service would be "San

Francisco Pet Sitting." As long as the description has keywords in it – in this case, related to San Francisco pet sitting – that is going to help you come up very high on the search engines. For those of you that don't know, YouTube is owned by Google. Those two are intertwined. When you have a few videos on YouTube that are rich in keywords, you are going to begin to come up higher on the search engines, which definitely makes a difference when it comes to marketing.

Some sites aren't quite as popular as others, but you can still explore them. Facebook, Pinterest and LinkedIn are popular. Google Plus is great and, of course, it is Google. So, you will come up higher, especially if you are posting keyword-rich posts on Google Plus. You don't want all of your posts to be like that, but some of them. It's the same with your videos. You don't want to have all your videos be titled or described with keywords, but I would say that if a third of the videos that you have on your YouTube channel are keyword-rich, that is going to really help you. Instagram and NextDoor are two others I would add that have really made a huge difference for a lot of my coaching clients and they can be great ways to find and gain new clients. I'm not crazy about Twitter and I would personally put it at the bottom of the list.

Also, realistically most of us probably only have an hour, and maybe only a few minutes, in a day to devote to social media. You don't want to spend too much time on social media, but you do want to spend some. It's really important and it will definitely help you get more clients.

Which one of these social media resources works best for you in terms of gaining new business?

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Julie – *I've had great response from clients about my newsletter. When I post my newsletter link on Facebook, it helps to remind veterinarians I network with that we exist.*

Michael – *Facebook, for sure.*

Morgan – *Facebook has been huge for us. However, looking to dedicate more time to YouTube and Pinterest.*

Diane – *Facebook and NextDoor have been really helpful for my business. I receive great response from Yelp and Google.*

Kayla – *Social media hasn't been very successful for me. One new client from Facebook ever. Maybe I'm doing it wrong.*

Kristin: It really has to do with your connections unless you're doing ads on Facebook. I would recommend reaching out to different veterinarians and commenting on their pages. It's not about just sitting there, which a lot of people do because they're busy. I recommend commenting on different local pet businesses that you want to feel more connected with and that can start more of a relationship. So, it's not just social media, which can be kind of a wall between you, but you can begin to cultivate a connection with those businesses.

Virginia – *I found that a lot of potential clients look to Facebook recommendations from friends. I haven't received very many clients yet. NextDoor has been a good avenue for me, though.*

Robin – *Facebook and NextDoor. What should I use for a newsletter, Constant Contact, etc.?*

Kristin: Constant Contact is good. Mail Chimp is good. I suggest that you look at the different demos for different newsletters because each one works a little bit differently and some are more complex than others. So, do a little demo and see which one you like best and also, of course, look at how much they're charging and see which one fits into your budget as well.

GOOGLE MAPS

Listing your business on Google Maps and Google Business is so important. I want to share a few ways that can beef up your Google Business listing. You can insert pictures in your listing. If you haven't already done that or if you only have a handful of pictures, I recommend that you insert 10 or more pictures into your listing. Your logo can be one of those pictures. Upload a couple of videos. You can create those on Fiverr. Get five-star reviews from your customers. If you want to, list your complete address in Google Business. It really will help you come up higher, but a lot of pet businesses, especially home-based businesses, don't want to do that. If you don't want to do that, don't worry about it, but just know that your business may not come up as high unless you do all four of these. All of these things help your business come up higher in the search engines. If you do all four, you will see a difference in terms of it. It may take a few weeks or months. You also want to update it periodically because that helps Google know that you are an active business.

Are you on Google Business? Please share with us.

Anytime Access attendees: If your business isn't in Google Business and Google Maps, I recommend that you pause this now and enter your listing. You can search online for “List My Business on Google Business.”

Answers from the Catapult Live Attendees:

Virginia – *Yes, we're on Google Business.*

Michael – *No, I don't think so.*

Morgan – *Google Business was one of the first things I did.*

Robin – *Yes, but they have someone playing in the backyard which is not mine. I tried to get my logo with no results. I need to delegate.*

Mary – *Yes, my business is on Google Business.*

Deanna – *I am on Google Business.*

Kristin: It's really important to be listed on Google Business. If you're not on there, you want to get on there.

Morgan – *For our address, we use a PO Box. Post office address plus suite. I'm not sure if that will work for everyone else.*

Kristin: Actually, that doesn't usually work for Google Business. I'm surprised that you are able to do it. I'm happy for you that you're able to do it, but in most places, Google Business is not going to allow a P.O. Box as an address. Unless they've completely changed in the last few months because I'm pretty tapped in to Google Business and I haven't noticed that.

YELP

Somebody brought up Yelp earlier and the next question is: Do you Yelp or not? I cannot answer the question of whether you should be on Yelp or not. I wish I could, but I can't. It's really important to think about it before you list your business on Yelp. I'm going to talk about some of the negative and positive experiences that some business owners have experienced as a result of Yelp.

For some business owners, Yelp has really proven to be a bad marketing strategy because they have received negative reviews that have influenced that company's reputation in a negative way. Sometimes client reviews have been filtered and are not available to the public without the Yelp viewer manually clicking the filter button,

which is really annoying and most clients are not going to do that. Still others have paid for expensive Yelp marketing campaigns that have resulted in hardly anything. If Yelp is pursuing you to advertise and you're not doing it, continue not doing it. It's not worth it. Those are some negative aspects of Yelp.

There are many other business owners for whom Yelp has proven to be the most highly effective marketing tool for their business. That is because being on Yelp can give you credibility, especially if you're a new business owner. It can also widen your exposure given the large number of people that peruse Yelp looking for service providers. Again, I suggest you give some serious thought before you list your business on Yelp because once you list your business, you are on there.

FILTERED YELP REVIEWS

When you ask your clients to give you a review on Yelp, you also want to ask them if they have ever done a Yelp review or if they've only done one or two. If either of those applies, you should ask if they would be willing to review a few different businesses in addition to yours so that their review doesn't get filtered. Just because they have a few or even a lot of reviews on Yelp does not mean that their review won't be filtered, but it will be more likely to actually show up on your page.

Here's how to get positive Yelp reviews. Look at your client list. Which client consistently raves about you? Which client often refers you to their friends and family? Who has used your services many times over the last few years or months? Who is a heavy user of your services? Those are the clients to target to get the five-star Yelp reviews because they are your biggest fans. You want to send out a short email to your target client list that reads something like this:

Dear Client,

Having more Yelp reviews would be great for our business. Would you kindly take a minute to review us on Yelp? Here is the link to our business page. If you aren't a Yelp user, it takes just a couple of minutes to become one. We'd really appreciate it.

If you've never reviewed a business on Yelp or if you've only reviewed one or two businesses, it would really make a huge difference to us if you would review a few businesses in addition to mine.

You want to be sure to include a link to your Yelp page because you want to make it easy for them to simply click and go. You want them to know that it doesn't take that long to become a Yelp user because then they'll also be more apt to sign up right away

and write a review. I know that asking your client to do multiple reviews can be a lot to ask, but if your clients are your big fans, they will be willing to do it. Even if they write two more Yelp reviews for other businesses, that can really make a difference between whether their review of your business gets filtered or not.

If you are interested in adding Yelp to your marketing strategy, your goal should be to get at least one positive Yelp review a week. When you reach five excellent reviews on Yelp, you can put a little icon on your home page that advertises your Yelp rating. That Yelp icon is going to add credibility to your website and to your service.

So, who amongst you uses Yelp? If you are on Yelp and you would like to share an experience that you have had, good or bad, please type it in the chat box. What do you have to say about Yelp?

Answers from the Catapult Live Attendees:

Julie – *Yes, I'm on Yelp!*

Diane – *No, I'm not on Yelp. I'm not a fan.*

Michael – *I'm not on Yelp. It's not my favorite site to use for my business. I've heard a lot of negative things about their strategies.*

Kristin: I have too and I don't like the fact that they are relentless in terms of their advertising calls. But I have also seen the flip side of pet businesses totally taking off quickly as a result of being on Yelp and having lots of five-star reviews.

Mary – *I am on Yelp as a free listing. I have a couple of good reviews and it has brought me business. However, Yelp has constantly bugged me off and on over the years to the point where I have to block them.*

Julie – *Yes, I'm on Yelp and so far I have five nice reviews. I have a section on my newsletter that asks for reviews every month, but so far I only got the five reviews when I started the newsletter. But I had a bad experience advertising on Yelp. I spent a ton and didn't gain any clients.*

Kristin: I recommend reaching out directly to your biggest fans, your happiest clients and asking them. Write them that little email Yelp script I shared earlier and send that out. It will make a difference and most of them will be willing.

Deanna – *I am on Yelp. I personally don't use a business until I've looked at Yelp. I love getting great reviews from clients. I tend to request reviews from my best clients. I hate hearing from the Yelp advertising department constantly.*

Virginia – *I added my business after one of my first webinars with Kristin, but I don't really do much with it except to make sure the contact information is correct. Getting the phone calls to advertise is so annoying. I am focusing more on Google Page and Facebook currently.*

NEXTDOOR

I highly recommend using NextDoor. It's a great way to get clients. You can ask your clients who are in your immediate area if they would write a recommendation about your business or if they would post something about your business on NextDoor. A recommendation and a post are not the same thing on NextDoor. A recommendation is where they search for your business on NextDoor and write a little testimonial. A post on NextDoor is similar to a Facebook post. Both are valuable and if you need to get clients quickly, having a current client post positively about your business can result in a lot of client calls or emails in a short amount of time. You can find the website at www.Nextdoor.com. You want to create a profile for yourself and your business.

INSTAGRAM

Instagram is also a great way to get clients. Every year I offer a webinar on how to get clients using Instagram, but to tide you over until then, I recommend that you get on Instagram if you aren't already on there. It is super easy to use and unlike Facebook, a lot of people find it easy to get on and get off, rather than getting sucked down the rabbit hole of Facebook. I have found that Instagram doesn't suck you in quite as much. A lot of my coaching clients have experienced that and that can be a good thing when it comes to social media. When you are posting pictures on Instagram, you want to use hashtags that include the towns you cover and the services you provide because that will help potential clients find you. For those of you who don't know, a hashtag is the pound sign, for example #sanfranciscodogwalking. Create that all one word with the hashtag right at the beginning. That would be a great hashtag if you are a dog walker in San Francisco. You can also do #sanfranciscodogs. You want to have that hashtag in the front on Instagram.

LOCAL MARKETING

Let's talk about the controversial world of pet sitting and dog walking car signs. I know there are lots of different kinds of pet business owners here. The reason I bring up pet sitting and dog walking when it comes to car signs is because most pet sitters and dog walkers are often parked in front of the client's home, which is basically a billboard saying that the client isn't home. So, that is not a good idea, and that can be the reason why some people choose not to have car signs. Unfortunately, they are really missing

out on valuable marketing. You guys are driving all over the place, especially if you're a pet sitter, a dog walker or a dog trainer.

Some pet sitters and dog walkers get worried about car signs. They are resistant to it. They're concerned that it's an advertisement that the client is not home. That is true. So, if you have car signs, you want to be sure to park a few doors down if you're a pet sitter or dog walker. Because, of course, the very nature of your job is that you are caring for pets when their people aren't there and you don't want to advertise that.

For those of you that have car signs, I'd love to hear if you have received business from your car sign. Go ahead and type that in the chat box. Have you received business from your car signs?

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Anonymous – *I have car signs and I get about 2 or 3 clients a month from them.*

Diane – *I have magnets and had a lady wait for me at PetSmart after she saw me pull in to get to the front door to talk to me.*

Mary – *When I was part of a pet sitting franchise, we were required to have them. I can't say it brought me a lot of business. Since I went independent in 2015, I have not yet had them made up but I have thought about doing it.*

Virginia – *About half of the people that inquire off my car signs have turned in to clients. Somewhere between 2 to 4 clients, I think. I would have to look at my tracking sheet to be exact.*

Kristin: Having signs on your car can really make a difference and help you get a lot of clients. I recommend it. Just be smart about it if you're going to do it.

Kayla – *I don't use car signs for the reasons described. In addition, I'm not a perfect driver. I also service beach cities with tight parking and some people get very protective of their not-so-private parking spots.*

Kristin: I love that you brought that up because if you aren't a perfect driver, it's a really good idea not to have signs.

MOBILE MARKETING KIT

Don't limit your marketing to only include pet businesses. Think about the larger picture. You want to make it is easy to drop off your cards to vets, groomers, pet stores and coffee shops. I recommend that you have a marketing kit in your car that makes it as easy as possible. You should have some plastic card holders and you want to glue your business card to the front of it so that it becomes your card holder. You also want to have index cards. These will help you create a bulletin board card pocket. Not every place that you go to is going to allow you to put a plastic card holder on the counter. You want to be prepared to be able to put your cards on a bulletin board. If you have two index cards, you can cut one in half from the top and then put it on a whole index card that's on the back and then you can staple it and glue stick one of your cards to the front. That creates a little pocket. You want to have supplies to do that.

A good marketing kit should include:

- Plastic card holders
- Business cards
- Glue stick
- Stapler
- Scissors
- Index cards
- Push pins
- Pen
- Log of where you've been and when

MARKETING LOG

Your marketing log should be a list all of the different business and establishments you have visited. Include the addresses because, eventually, you might want delegate this job and have one of your staff members do this and they are going to need to know exactly where these places are. Make sure that you log the date that you dropped off the cards. It's amazing how quickly time can pass. You may think you did it a couple weeks ago, but it was really 6 or 8 weeks ago. Include comments about the businesses that you visit. Some businesses may not want you to leave cards. If so, I recommend that you make a note of that. You could note where there is a bulletin board or where a plastic card holder is on the counter. The marketing log will really come in handy.

OFFER SOMETHING IN RETURN

When you are visiting these places, it can be really great to actually offer them something, instead of only asking them for something. Instead of going in and asking if you can leave your cards there, you can start building a connection. You could tell them that you have a "Pet Resources" page on your website (if you do) and that you would love to put their business on your "Pet Resources" page so that clients can see it. If you don't have a "Pet Resources" page, get one because it will come in handy. Most likely, they will say yes and you always want to ask before you place a business on your site. Once they've agreed to that, you can then ask if it would be okay if you leave your cards. Most businesses are going to feel really uncomfortable about taking something from you but then not giving you something. This is the creation of a relationship. You are beginning to create a connection with this business and it's really nice to lead with something that you are giving rather than just taking something from them.

Mary – When I was in the franchise, we were encouraged to visit vet clinics and bring them cookies or donuts along with business cards. Sometimes I will leave a reference sheet. I have gotten a lot of business from doing that.

Kristin: That is a great thing to do. What I tended to do was first offer them a spot on my Pet Resources page and when I came back 5 or 6 weeks later, then I brought cookies or donuts. And sometimes even pizza if it was around lunch time. That was a huge seller in terms of selling my service to clients. They loved that. I think that's a great idea.

HOW TO TARGET PET-FRIENDLY APARTMENT BUILDINGS

Targeting pet-friendly apartment buildings can often give you the most bang for your buck in terms of local client marketing. There are lots of pets in a small area. It will limit your driving so you don't have to drive everywhere. You can go from one to the other to the other. There are some pet businesses that only take care of pet-friendly apartment buildings and they have thriving businesses. It's definitely something to think about in terms of your business and what you want to do. If you are going to begin targeting pet-friendly apartment buildings, you want to connect with the building manager. The building manager is the link between you and, potentially, hundreds of clients in a small radius.

First, it's important to determine which pet-friendly apartment buildings you would like to market. I recommend starting with the pet-friendly apartment buildings that are closest to you in terms of location and/or taking notes of which of your current clients, if any, live in those pet-friendly apartment buildings. Then, you want to ask the clients if you can use their names in the conversation with the building manager or if they would

be willing to write up a letter of recommendation for you to give to their building manager. That can be very powerful.

Next, you should contact the building manager and make an appointment to speak to him or her about how you can possibly work together. You may need to actually go in to the leasing office to find that person. Sometimes calling or emailing doesn't quite result in an actual appointment. It will be more personal and you will probably get a better result if you go in person. Be prepared to not have that appointment right then and there, but rather to just go in and introduce yourself. Let the building manager know about any of their tenants that you are currently taking care of, if that is true. And then acknowledge that they may not have time right now and ask when a good time would be to meet and discuss how you can create a strategic partnership.

Dress professionally when you are going in for that pre-meeting and, of course, when you are going in for the actual appointment. Bring business cards to your meeting, as well as the names or letters of recommendation from the tenants. If you have flyers or any kind of marketing materials that you can bring, that would be really helpful to give you credibility. At the meeting, tell the building manager about your pet business. Tell them how long you have been in business and what services you provide. You can offer a link on your "Pet Resources" page to advertise their pet-friendly apartment building. You can tell them you would love to do that in exchange for mailing list that you could use to advertise your business. If there isn't a list like that, ask what other means of advertising might be available to highlight your service to the building tenants.

CREATING A STRATEGIC PARTNERSHIP

Offering a referral fee for every new client that uses your service would be a good strategy. It could be 10% off the first bill from that particular tenant. You don't want an ongoing discount, but just for that first month's bill. This would be a good time to check in to see if the apartment building would be willing to only have you be the service provider that they recommend. It can be challenging if the building refers other pet service providers. It's not the end of the world if that's what they do, but it is obviously ideal if you are the only one.

YAPPY PARTIES

If you haven't heard about "yappy parties" or "yappy hours," let me explain. Some of my coaching clients have had great success by offering free "yappy parties" to pet-friendly apartment complexes. Offering free treats for the dogs and drinks, soda and appetizers for the humans is a really great way to introduce your business to a large pet-friendly audience. To get started, go to the apartment building that you are interested in

marketing to and let them know that you would like to offer an early evening happy hour – Yappy Hour – with free appetizers and beverages for humans and treats for dogs.

I worked with a pet sitter who did this many years ago. She was struggling for clients and we brainstormed an idea for a yappy party. She did it and the tenants were thrilled with it because they got a chance to connect with other tenants. Because she had such a great response, the building manager actually contacted her three months later and asked if she would be willing to host another yappy party because the tenants were begging him for another one. It became something that she did on a regular basis and it was how she got most of her new clients. Two hours benefitted her in such major ways. I recommend that you explore that possibility.

TRACK HOW YOUR CLIENTS FIND YOU

It is very beneficial to track how your clients find you. The first step to developing a powerful marketing strategy for your business starts with tracking what marketing is generating clients and what is not generating clients. So that you aren't getting frustrated and spending lots of money on what is not working. I talk to a lot of pet business owners each week who are spending a lot of money of different forms of marketing. When I ask them what marketing is actually resulting in client calls and emails, I often get silence. They don't know. Or they might tell me their website, which is a vague answer.

In order to get total clarity about which marketing is working, you should create a weekly tracking system where you note where your new client calls are coming from. You can create this in a simple Excel spreadsheet. It doesn't need to be fancy. You just need to know how many leads are finding you and from which marketing streams they are coming from. Most administrative software systems are able to track where your leads are coming from, which is great. Use it if you have it. However, not all of them are able to track weekly or monthly. They can track, but they can't create a number for that and the number is really important to look at. I found that tracking on a regular basis keeps you tapped in to what is working and what isn't.

When clients tell you that they found you online, you need to get more information. Dive a little deeper. Ask if they remember what search terms they used when they found you online. It may be from a pet sitting directory or maybe through pay-per-click ads or sponsored ads. I want to stress the importance of having a diverse marketing strategy. That is really the key to getting a lot of new client calls. You don't want to rely on just one marketing tool, like search engine optimization or referrals from vets or your clients.

ACTION STEP NO. 2

Set aside 20 minutes each day to take one marketing action for the next week. This is going to help you begin to make marketing a regular part of your business life. What can happen is you may look up one day and realize you have no clients or just a few. Where did they all go? They moved. Pets died. The client lost their job. Whatever the reasons may be, it does happen so you want marketing to be an ongoing task so that you keep the flow of clients coming in.

PAY-PER-CLICK ADS

Before you decide to use pay-per-click ads, I suggest that you utilize all of the free marketing resources that we discussed earlier first. You may find that it is very tough to get clients if you live in a big city, like San Francisco or New York City. It's not impossible, but it can be difficult using these free marketing strategies. You may actually need to utilize pay-per-click ads, Facebook ads or Google sponsored ads. Start with the free items first because those can really work. Pounding the pavement can really work as well, such as communicating with different pet businesses in person or going into coffee shops and dropping off your cards. Creating connections within your community can really make a huge difference.

HOW TO ACCOMPLISH YOUR BUSINESS GOALS

A big part of this program is writing down your goals and creating monthly and weekly goals. What stops a lot of us is the thought that we have to take really big actions toward our goals. In fact, micro-movements are very powerful. Let's say that your big goal is to hire. An example of a micro-movement toward that big goal would be to place an ad on Indeed, NextDoor or Craigslist.

What is one big goal that you have and one baby step that you can take toward that goal this week? Please share with us in the chat box.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Mary – *My big goal is to get clients from pet-friendly apartments. So, the micro-movement is to Google pet-friendly apartments and visit one.*

Michael – *My big goal is to get a business checking account. My micro-movement is to stop by Wells Fargo and speak with someone first.*

Deanna – *My big goal is to hire a walker and a weekend pet sitter. My micro-movement is to send out a few applications to potential hires.*

Jake – *One of the reasons I don't like to leave cards at places is because I like to add value and not just take, take, take. But your idea of putting them on a resources page is a good start.*

Kristin: Exactly. I love that you are aware of that because a lot of people aren't. They just think it will help their clients if they drop off cards at the pet store. But it's still taking something from them rather than giving so I love that you brought that up.

Kayla – *Big goal: To hires for overnight jobs. Small step: Select an attorney to help draft my contract.*

Kristin: When we do the micro-movements, it gets us out of paralysis. It begins to create movement. The tiny movement opens the door to much bigger movement.

Diane – *My micro-movement is to find out who the building manager is at the new apartment complex that's three blocks from my day job.*

Anonymous – *Big goal: Change the name of my business from Wags a Lot Pet Services to Wags a Lot Dog Walking. One micro-movement: Change the title on my logo.*

Morgan – *Big goal: Score 15 new clients in neighborhood by August 20. Micro-movement: Check on dates for local community hall for yappy hour.*

ACTION STEP NO. 3

Take one small step toward a big business goal. Bonus points if your big business goal is one that you have felt really stuck on for a while.

LIMITING BELIEFS AROUND MONEY

We talked a little bit about limiting beliefs in a prior week. I want to share a bit more about them because all the action in the world will not help if you have thoughts that are blocking your success. Often, our limiting beliefs get in the way of us taking off in our business and in our life. We can't live a positive life with a negative mind.

Limiting beliefs are often what creates a ceiling in terms of how much money we are willing to have come to us. Limiting beliefs about money can come from our parents and other early role models and they can also come from society. Here are some common limiting beliefs about money. You may have heard these. Maybe you feel these inside when you think about them.

- Money is the root of all evil.
- Rich people are dishonest.
- The amount of money available is limited.
- It is more spiritual to be poor.
- You have to work hard for money. (That was a big one for me.)
- Money wields power in a negative way.
- Money does not grow on trees.
- You need to save your money to become rich.
- It takes money to make money.
- The richer get richer and the poorer get poorer.

I'd love to hear from you guys on this topic. Please type in the chat box and share which limiting belief from the list you feel most affects your relationship with money. Or if there is another limiting belief that isn't listed here, go ahead and share it. We all have limiting beliefs about money and when we can really notice which ones we have, then we can begin to work with them and transform them. And then we have power over them.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Morgan – *Money wields power in a negative way.*

Julie – *It takes money to make money or credit cards and attaining debt.*

Diane – *It takes money to make money. You have to work hard to make money.*

Anonymous – *Money can corrupt people.*

Michael – *You have to work hard for your money.*

Deanna – *You have to work hard for money.*

Kayla – *You have to work hard for money. You need to save money to become rich.*

Mary – *I work really hard and feel like I don't make enough and I'm exhausted. I need to work smarter, not harder.*

Kristin: I would encourage you to deal with and look at that limiting belief that may be getting in the way. Sometimes, when we have the belief that you have to work hard for

money, that's all we can see. The outer self is reflected by the inner self. I have found that to be very true and when we can begin to transform inner negative beliefs, then our outer world shifts too.

SHIFTING YOUR LIMITING BELIEFS

We've gone into the muck about the limiting beliefs. Now we're going to begin to shift them. Before we can do that, let's explore a bit more. We need to uncover what keeps us in our negative beliefs. Often this looks something like - I would like to do this (whatever this is), but I can't because (insert reason here). Ultimately, it's not who you are that holds you back. It's who you think you're not.

Please share with us what this might be for you. What is the first thing that came up when you saw these blank lines? How would you fill them in? I would like to _____, but I can't because _____.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Diane – *I would like to leave my day job and pursue my dream of having a successful business but I can't because I fear financial instability.*

Michael – *I would like to be rich but I can't because I'm afraid that more money makes more problems.*

Kristin: That is a pretty big negative belief that stands in the way of you making more money. I recommend the book *Loving What Is* by Byron Katie. She poses four questions that you ask yourself in regards to when you are judging someone or you are resentful about something. You can use the same questions in terms of your negative beliefs. On her website, she also provides free worksheets and YouTube videos that are fascinating and powerful in terms of working with negative beliefs.

Mary – *I would like to grow my business but I can't because I am so in the weeds with the day-to-day pet sits and dog walks that I don't have time to market or hire.*

Kristin: Some of these are reality. You are in the weeds, but once you begin to see this, you can begin to look at what you can do to get out of the weeds. When we're in the weeds, we can't see anything. We are not the visionary of our company. We're stuck.

ACTION STEP NO. 4

Pick a limiting belief and create a new paradigm around it. A new paradigm is a new way of living and a new way of seeing things. Say that affirmation or mantra daily, ten or more times in the first, second and third person and include your name in it. Let's say your limiting belief is that your life sucks, just for simplicity. Your affirmation would be totally opposite from that and might look like this:

I, Kristin Morrison, have a life I love.

You, Kristin Morrison, have a life you love.

She, Kristin Morrison, had a life she loves.

Saying your affirmation in the first, second and third person really begins to have our subconscious begin to believe it and hear it in all different ways. You can write it. You can speak it. I recommend doing both. For the sake of this week and keeping your action steps to a minimum, I recommend that you start by saying it. It will feel weird to say it and it will feel like a total lie. Then, once you start saying it, you are going to begin to see the ways that it might be true and that is a way of opening the door to shifting the belief. It's a way of opening a tiny crack of a door and then the door can open and the sunlight can come in.

I get that this might sound totally hokey to some of you and I want you to do it anyway because I have seen the most hardened, anti-affirmation person do this on a regular ongoing basis and have massive change in their life. We have these neuro-pathways in our brains and they get in a groove. They get ingrained in us. This affirmation process begins to pull it off the track and create a new groove that serves us instead of defeats us.

If it feels right, post your affirmation on the Facebook group. There is power in declaring something by a written statement to your group. If you don't feel comfortable with that, maybe share it with your buddy. Exchange affirmations with your buddy so that they can begin to see and feel that for you. Some people have even left audio messages for their buddy or themselves saying their affirmation.

THE VACATION PRINCIPLE

After you clear away your limiting belief, you often feel a sense of freedom. The money can sometimes roll in easily and effortlessly. I've seen it happen more times than I can tell you with my coaching clients. Some of these beliefs are very calcified and when you begin to say these affirmations and really look at these negative beliefs that have been

keeping you stuck, it's like moving a huge rock away from a cave and then you have all this air and energy. It is powerful.

This is also a great new paradigm to combat the limiting belief that you lose money when you go on vacation or you can never go on vacation because you don't have enough money. You can begin to say the affirmation: "The more vacations I take, the more money I make." It doesn't happen overnight. It's not magic. But you begin to really feel it and you begin to set up your life in a way that allows you to take a vacation and actually make money while you are gone. I did it and it was amazing. I highly recommend it. It starts with the action of hiring, which a lot of you are now doing, and working with your negative beliefs around what you can and can't have in your business and your life.

WHAT IS FUN FOR YOU?

Some people that I have worked have come to me totally stressed out. When I give them an action step of doing something fun and ask them what is fun for them, often they can't even remember the last time they had fun. They don't even know what fun is anymore. It's really quite sad and some of you may be in that place, too. I want to offer some suggestions. Just because you may be in that place right now doesn't mean that you can't get out of that place. Again, it's like opening a little door. You may be in the no fun place, but we're going to open the fun door.

Fun for you can be a number of different things because we are all so different. It might be lunch with a friend, time at the beach, wine tasting, going to a movie, shopping, gardening or just puttingter around the house. I encourage you not to take dogs. Fun should be something preferably without pets. However, if you are yearning to be with your pets and that is total fun for you then, by all means, bring your pets. But if it begins to feel like work, do something without the pets.

So, what is fun for you? Please share with us in the chat box.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Michael – *Fun is a full day with my family with no work or phone to distract me.*

Jake – *Fun for me is playing basketball and working out.*

Diane – *A movie or dinner with a friend. A short shopping trip.*

Mary – *I love boating and going to the beach and I haven't done either in a while because I'm always working.*

Julie – *Camping, playing outdoors with my son, hubby and dog. I have a kayak date with my mom this weekend and I can't wait.*

Virginia – *CrossFit, horseback riding, time with friends.*

Kristin: Jake brought up a really good point.

Jake – *One thing I wanted to share with the class, instead of saying, "I can't afford it," ask, "How can I afford that?" And in doing so, it will begin to shift your mindset and your brain will start looking for ways to make the money to do it rather than making excuses.*

Kristin: Jake wrote that so beautifully. Instead of saying, "I can't afford that," ask, "How can I afford that?" It really does cause your brain to start looking for ways to make money because our brains are problem-solvers. Our brains are here to solve problems.

PUT THE PHONE AWAY

How does your phone get in the way of fun? This is common for a lot of people. There have been studies done that even having a smart phone in the same room can be distracting and it can cause a disconnection with oneself, as well as with others. Put your phone in the drawer, turn off the ringer and once in a while purposefully leave it at home. I know it's scary thinking about that, but I really encourage that.

ACTION STEP NO. 5

Schedule one fun activity for yourself this week. It would be great if you would post a picture of your fun activity on the Facebook group...or not. If fun for you is leaving your phone at home and far away from your fun activity, don't take a picture unless it's with your camera. But if it feels fun for you to take a picture, then do it and maybe share it with us.

SUMMARY OF ACTION STEPS FOR WEEK 3:

1. Look at all aspects of your business branding and begin one positive branding change this week.
2. Take one marketing action each day for the next week for 20 minutes each day.

3. Take one small step toward a big business goal. Bonus points if it's one that you feel stuck on.
4. Pick a limiting belief you have and create a new paradigm around it and say it out loud in first, second and third person.
5. Schedule one fun activity for yourself this week.

CATAPULT 4-WEEK PET BUSINESS PROGRAM – WEEK FOUR

Webinar Recording: <https://instantteleseminar.com/Events/107263137>

Password: CATAPULTNOW (must be in all capital letters)

INTRODUCTION

Catapult Live Attendees check in about their action step from last week.

ACTION STEPS FOR WEEK 3:

6. Look at all aspects of your business branding and begin one positive branding change this week.
7. Take one marketing action each day for the next week for 20 minutes each day.
8. Take one small step toward a big business goal. Bonus points if it's one that you feel stuck on.
9. Pick a limiting belief you have and create a new paradigm around it and say it out loud in first, second and third person.
10. Schedule one fun activity for yourself this week.

Anytime Access attendees: Please pause the recording, [go to the private Facebook group now](#) and post a check in about your action step.

AMBIVALENCE AND LACK OF FORWARD MOVEMENT

Sometimes it may feel like you have your foot on the gas and the brake at the same time. Sometimes this can come from ambivalence; from emotions that are blocking you. You may feel that you want your business to get bigger, but you are afraid you will have no life if your business gets more successful. Or maybe you want to hire, but you are nervous about letting go of the reins in your business. You might have trust and control issues. What happens when you do this is you begin to move forward a little bit and then get stuck. Then you move forward a little bit more and get stuck again. You really want to begin to work through that. You can imagine that having your foot on the gas and the brake in your business causes very little forward movement and sometimes no forward movement.

What can be the cause of a lack of forward movement in your business? It could be something I mentioned above or it could be something else. It might be the lack of clear weekly, monthly or yearly goals. Are you just coasting in your business and not

intentionally creating success because you don't have any goals? There is also the issue of not addressing and taking care of your business pain points. I'll be talking more about this today. What about not finding the right people to hire when you need them or feeling ambivalent about hiring, and maybe even afraid? A lack of forward movement in your pet business could be for a variety of reasons.

What gets in the way of forward movement for you when it comes to your pet business?

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Diane – I felt ambivalent about hiring, not having work for them and how to manage them while working my day job.

Kristin: Ambivalence is powerful. It creates a screen in front of us so that we're not able to really move forward. We get stuck. The first step is really about creating awareness of what is in the way of what we want. Just knowing that it is in the way can help us begin to create steps to deal with it.

Jonann – Taking action on possible solutions concerning pain points. Setting boundaries so other people don't totally consume my time. Working on a structure for my desk and filing paperwork that supports all these activities.

Shannon – Our income fluctuates from month to month so hiring is either essential or not necessary, even though I know that we could generate business if I had more time to work on the business. Fear of not being able to consistently provide steady employment holds us back. We have two very part-timers who cannot work all the hours we need when we get busy.

Kristin: There are people out there who would be happy to do work as you need it. They are out there. They can be a little challenging to find. Usually, you have to weed through a number of potential applicants to find them. I have definitely had that experience and I had three staff members who were very available to fill in as needed. They didn't need the work, but they wanted the work. That is the distinction there. You need to find somebody who doesn't need the work, but wants the work when you have it available.

Morgan – Getting enough stable work for sitters.

Julie – *Not organizing time well. I really need to block my time better, and possibly hire a sitter a couple times a week. My three-year-old son is with me 24/7 and he's been moody the last couple weeks since I have been working from home a lot more than he is used to. My actions in the day are all over the place and it has been causing some stress.*

Kristin: I would recommend getting a really clear to-do list, if you don't already have one. That can help with organizing time as well as getting clear on what you need to do that day, before you even start your day. And you can keep coming back to that. I would type or write your to-do list and have it in your line of vision so you don't go down the rabbit hole in some other way and then at the end of day realize you didn't get done the things you needed to get done.

Shannon – *Training costs quite a bit so it's hard to rationalize.*

Mary – *What's keeping me stuck is not having clear goals. I am overwhelmed most of the time. Everything you mentioned applies to me. I'm in the weeds and the only way I see out of this is to hire. I have procrastinated with that which is why I am in this situation. I realize now that you always need to be recruiting.*

Kristin: It's really true. When you get to a certain level in your business, you really need to have help wanted ads out there all the time. When I had my business, I would keep a hard file of the application packets to refer back to when I found myself needing to hire. If you have ample applications available to look at, you can go to your file folder and begin to contact those people to see if they are still available.

Virginia – *Just the day-to-day business can, at times, take away from the time for the admin tasks and networking. This became especially true beginning in April of this year because it's so easy for me to focus on the clients and push admin tasks and networking to the back burner, resulting in unfinished tasks each week.*

Kristin: We talked about scheduling yourself, your family and your friends first. This is another one of those things that is important to schedule first before you schedule your clients, which is the administrative tasks. If networking is important to you and a source of marketing for you, it is important to do that. I would recommend scheduling it. Start with an hour a week and see how you do and have it blocked off in your calendar so that it actually happens.

COMMITMENT

We talked about ambivalence and that can often lead to a lack of commitment. A lack of commitment in your business or being wishy-washy about your business could also lead to the lack of forward movement, and it often does. This is really important.

I felt this lack of commitment years ago in my business when I was working hard and I wasn't making much money. I realized that I wasn't fully committed to my business because it wasn't giving me what I wanted, which was freedom and abundance. I was working a lot of hours and I wasn't making very much money. I would wonder why I would want to keep going. Who would want to do that? It was counterintuitive for me to commit to a business that wasn't giving me what I wanted, but that's what I decided to do. I gave myself a year to fully commit to my business, to give it everything I had and this time I wanted to do things differently and make the business work. To me, that meant having more time and money or I was prepared to just walk away from it.

The thing about commitment is when we finally commit to something, whether it be our business, our partner or a new way of living, things that otherwise might not have happened, begin to happen. We find ways to make what we are doing work in the best possible way because we're not going anywhere. For the time being, we are committed. What I found is that the answers do come. Also, what happens is the right people come to assist us when we're fully committed because we are unwavering about where we are going and what we want. I'm not saying that you should keep going and bang your head against a wall for more than a year if your business isn't working. But a year is a good amount of time to give it your all.

I really love this famous quote by Goethe.

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, the providence moves too.

Isn't that powerful? So, how committed are you to your business? When things aren't working, is your first thought to throw in the towel? Is that what you want to do? If things aren't working in your business, the first step is to fully commit to making it the best business that you can. Decide to commit to it fully. You can do that for six months or a year. Watch what happens. It is usually pretty astounding. It can be similar to fixing up your house when you are getting ready to sell it. After all the work is done, you look

around and realize how great it is and that you want to keep it. Sometimes when we clean up our business, then we love it and we want to keep it.

PAIN POINTS

A pain point is a recurring issue, problem or challenge that arises in your business. They can also keep our foot on the gas and the brake at the same time. Sometimes pet business owners get really overwhelmed with owning the business that they don't have the bandwidth or the time or the energy to deal with the pain points that come up. They just hope that they will go away, but they rarely do. When pain points aren't dealt with, they usually keep happening and get bigger and bigger, which can cause you or your staff and your clients a lot of frustration. It is very important to deal with them.

When we solve our pain points, it really frees up our energy to make more money with ease, to enjoy running a business and to have more fun in our business and our personal life. Some pain points in your business might have to do with cash flow. I had this problem and I ended up getting credit card processing, even though I was very resistant to paying the credit card charges. When I finally got a merchant account, it solved my cash flow problems within a couple of weeks. It was amazing and the pain point was solved within just two weeks. It was worth every cent that I paid to process those credit cards.

Some other pain points can be hiring and firing, promptly returning calls and emails, dealing with client keys or clients texting at all hours of the day and night. The solution could be setting a boundary that clients are not allowed to text; only call and email. Also lock boxes can be a solution for dealing with client keys.

I would love to hear about your pain points. Please share them with us. If you have solutions for them, go ahead and share that too. What are your pain points and, if applicable, your solutions to them?

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Anonymous – Cash flow. I have a really hard time making ends meet at the end of the month. I find that I am always wanting more money.

Diane – Number one pain point is hiring. Number two is finding a method to market to the neighborhoods within a five-mile radius.

Kristin: NextDoor might be one of your best friends because often it includes a very small radius, so I would explore that.

Morgan – *Last minute scheduling – just hours before. And then clients calling and texting all hours of the day.*

Kristin: Pertaining to last-minute scheduling, one thing you might want to do is charge a last-minute fee. I charged a \$35 last-minute fee. If clients scheduled a pet sit within three days of their departure, then we would charge them \$35. For dog walks, it would be an extra \$10 within 24 hours. People were fine to pay that. Your amount may be different than that given your area and the cost of living, but I recommend that you at least charge something when you have to scramble to help a client.

Robin – *I need scheduling software now. The conversion to employees will be expensive.*

Kristin: The software has a learning curve, too. It can take some time. You're probably used to running the business in your own way and having to learn a new system can take some time. Ideally, it's a good idea to do it during a time that is not super busy, if at all possible.

Jonann – *I'm still struggling to find what I want to use as a pet sitting software. This would help my invoices and scheduling. Since I am primarily cat sitting, I don't want clients to pick the time, but rather be able to build a route during a set period of time. I need to bite the bullet and make it happen. I need to ask them to show me how to make this work and then simply just do it.*

Robin – *Keys, keys, keys. Lock boxes.*

Shannon – *I'm not sure what our pain point is, but what comes to mind is differences of opinion with my partner about how to run the business.*

Kristin: That can be big. Whether it be a business partner or a marriage partner, it can be challenging to work those things out.

Mary – *Pain point: I have several, but the one that comes to mind right away is overbooking myself because I have a hard time saying no.*

Kristin: That can be really hard. Also, I imagine that it's hard to turn away the money. But when we overbook ourselves what tends to happen is that we spend a lot of money to nurture ourselves. We might not have needed to spend that money if we didn't overwork ourselves. It becomes the snake chasing its tail.

Julie – Gaining clients, a steady flow of calls coming in. I have a lot of fear around being able to handle a bigger business. I am starting to believe that I am capable. I am ready to run a thriving dog business.

Kristin: Your affirmation might be: I run a thriving and successful dog walking business. You could play around with that affirmation.

Julie – Will you talk more about your personal experience with the pain point, the credit cards? I didn't quite understand and I don't want to miss that.

Kristin: Sure. The pain point for me was cash flow in my business. I would pay my staff members every other week, but the clients would pay by check. Basically, what happened was I needed to pay my staff members, but money wasn't coming in to pay them. I had to dip in to savings and it was a mess. I realized that I needed to bite the bullet and accept credit cards so that I could be in control of the payments rather than chasing clients for their check. Clients would tell me they would leave it at the house and then it wouldn't be there. They would forget and it would take them one or two weeks when they got back from their trip to actually mail it. When I transitioned from checks to credit cards, it made a huge difference and I ended up feeling so much cash flow. It really shifted everything.

Virginia – Balancing work and family issues, especially when my in-laws don't always understand why I can't be somewhere or why both my husband and I can't attend a certain event. On the positive note, my husband is super supportive of my business.

ACTION STEP NO. 1

Identify one of the pain points in your pet business that gives you the most stress. I recommend that you write in your journal or have a brainstorming session with your buddy on how to solve it. Take one action to begin to solve it. This is a two-part action step. Part One is identifying it and you can do that through writing in your journal or talking to your buddy. Step Two is figuring out how to solve it. You can talk to your buddy about that. Then take an action to begin to solve it.

WHAT TO DO WHEN BUSINESS IS SLOW

For some of you, there is a seasonal aspect to your business. Some of you that have been in business for a really long time may never have a slow period. But then, some of you do have slow periods. What I have found while coaching people is that when they're in a slow period, they are freaked out about what to do. They are scared that business is never going to come back and that usually keeps them stuck and, sometimes, paralyzed.

If you know what you need to do when business is slow, that can really create some momentum during the slow period.

Here are some tasks to do when business is slow. Hiring is a great thing to do when it's slow, even though it's counterintuitive. Why would you hire if it's slow? Well, if you hire, then you can actually do the second task, which is marketing. You want to make sure you have people in place or to have enough space within your own current schedule or your current staff's schedule to actually take in whatever may come your way.

It's a great time to declutter your office, your computers files, etc. You can contact clients that you haven't heard from in a while. That can be really illuminating and it can also be challenging because you may hear from a client that didn't have a good experience. You may also get some resolution about why a client hasn't contacted you. Maybe they moved or their pet died and they forgot to let you know. That can be helpful to just have some closure. You can also remind a particular client about you and they may really need your help in the near future. It can lead to business for you.

You can catch up on your blogging, Facebook or Google Plus posts, as well as posting on Instagram, LinkedIn and other social media sites. You can create and send out a newsletter. You can do staff reviews and let them know how they're doing. You can also ask for client reviews. You could plan a staff party. A lot of pet business companies plan their party around the holidays, but it's such a bad time because it's so busy for most people, both personally and professionally. Having a staff party during a slow time can assure that more people can attend and it will be easier for you to plan, too.

What do you like to do during a slow period in your business? Please share with us in the chat box.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Shannon – *Relax? Ha-ha. Marketing and hiring sound like a good idea.*

Morgan – *Scheduling social media, new designs for marketing, touch base with clients to see how they're doing and ask if they need any visits soon.*

Diane – *It hasn't truly gotten busy for me yet, but I am working on marketing, software setup and hiring.*

Jonann – *One thing that has helped me is to keep a calendar to figure out when business has been slower. In the early Fall, I am doing all my holiday work – ordering gifts for clients and family, addressing cards and stamp to mail the Wednesday before Thanksgiving, make family calendar or pet calendars for high-end clients, car in for maintenance, pull the key and client list, scan any old files and shred paper files. Also, check to see if there's a local neighborhood mediation center.*

Mary – *When it's slow, I try to get caught up with bookkeeping, which I hate and need to delegate, and I work on my Facebook business page.*

Shannon – *Plan a yappy hour. I'm excited about that possibility and I am scheming.*

Julie – *Organize a yappy party.*

Virginia –*When I was slow, I found it easier to really stick to a set time for a given task. Taking the time to exercise without a dog on a leash. Setting networking coffee dates. Other regular networking tasks. A lot of the things on the list I actually try to do on a weekly, monthly or quarterly basis. Now that I have been in business self-employed for a full year, I am looking forward to reassessing much of this type of thing to readjust my time.*

Kristin: It's so good to hear from you what you'll do when it's slow and if you know what to do now, then you will have an action plan to take when it is slow.

USE A TIMER

Maybe you guys haven't seen a timer in a while because you have your phone. A timer is very useful when you are feeling stuck or resistant about taking care of tasks. How can this help you? Using a timer can help you commit to a task. You can have the timer be a cop or a babysitter that gets you in line to do what you need to do to complete something. It can be very helpful. I do not recommend using your phone as a timer because you will probably find a text or a notification when you go to set your timer and it will totally distract you. I suggest that you put the phone somewhere else when you need to focus on something. You can put it in a drawer or in a closet while you are doing tasks that require your full concentration.

You can get really fun timers on Amazon. We would love to see your timer photos on the Facebook group so we can see what you are using. If you find one that's fun and silly, please take a picture and post it. It will be inspiring and fun for others to see.

On the topic of silly timers, some of you may have heard of the Pomodoro technique, which was identifiable to a tomato-shaped timer. You can use any kind of timer you

want; it's more about the technique than the timer. The technique helps you set specific time amounts to work on projects. There are five basic steps for implementing the Pomodoro technique.

1. Decide on the task that you need to do.
2. Set the timer for 25 minutes.
3. Work on the task without interruption until the timer rings.
4. Take a short break for 3 to 5 minutes.
5. Set the timer again for 25 minutes.

After you have done four of these 25-minute increments, then you take a longer break. It could be 15 to 30 minutes.

I use my timer a lot. It helps me get super intentional and super focused. It will also help you be laser-focused and intentional for whatever task you need to do. It can be especially helpful for those of you that get distracted easily and find it hard to focus.

If your task doesn't involve being online, the Freedom app can be really helpful. The purpose of the Freedom app is to block you from internet access for a specific amount of time that you set it for. It is incredible. You will have no excuse not to focus on your project.

BUSINESS FINANCES

Something that often gets lost in the midst of the business tasks or shoveled to the end of the to-do list is getting your business finances in order. When the finances are in disarray or they're chaotic, it can be very stressful and it can lead to an inability to relax because we know that things aren't organized in our business. When you begin to get clarity and get your business finances in order, you can begin to relax more.

When you get your business financial records in order, you can be very clear about how much you're earning. You can set financial goals and you will be more likely to achieve them. You can have clarity about your monthly expenses, which prevents financial "surprises." Sometimes the surprises are the quarterly tax payment that are not really a surprise, but it is for some of you sometimes.

KEEPING TRACK OF INCOME AND EXPENSES

Your administration software system, if you have one, keeps track of income earned. But what about tracking your business expenses? A lot of you may not be tracking that or you may have a shoe box full of receipts.

There are many software systems available to track your business and personal expenses. Two of them that are great are YNAB (You Need a Budget) and Mint. Of course, QuickBooks is great too. For those of you who are not tech savvy, Quicken and Mint can be good for you. They are easy and gentle and they don't have a big learning curve.

YNAB has four rules about money. I really like these. Even if you don't use the YNAB app, this can be good to explore.

Rule 1: Give every dollar a job. Assign it something. Where is it going?

Rule 2: Save for a rainy day. A lot of people don't have the ability to roll with emergencies that happen.

Rule 3: Roll with the punches. Being able to navigate the slow times and the busy times.

Rule 4: Live on last month's income so that this month's income can go to savings.

These are great financial rules to live by. If you want to find out more about them, you can go to the YNAB website and read more. It's really inspiring to read the success stories. You don't even have to use YNAB, but just reading people's success stories about saving money is incredibly inspiring.

I want to check in with you to see how many of you feel disorganized and how many of you feel organized when it comes to your finances. Please share in the chat box anything about organizing finances that you care to share.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Shannon – *We are semi-organized. Getting ready to consult with accountant.*

Jonann – *I need to work more on this. Getting organized.*

Diane – *Somewhat organized. Would like to implement some sort of software.*

Virginia – *I use QuickBooks online, which I have really enjoyed. My struggle is finding the time to input items. Yes, there is the phone app. I found it doesn't always update so I tend to wait until I can sit down with my computer, which at times can be several days*

apart. I am always playing catch-up. I haven't really gotten into it yet, but I like how the software integrates with QuickBooks.

Kristin: I'm not sure why that app doesn't always update, but I have to say that if you can find a way to make that work, I really recommend it because I have an app for my financial software and it makes all the difference in the world. Unlike most people, I keep track of personal and business expenses, because I like to know how much I'm spending overall. It is really powerful to track both personal and business expenses and having an app to be able to record expenses right after I make a purchase, makes it a much easier process.

Julie – This is a step I need to take. I have a drawer full of receipts. It's been that way for six years. I definitely need to get organized in this way.

Mary – I am not good at tracking my business expenses. I use QuickBooks. I just don't like doing it. It's becoming more and more clear that I need to hire a bookkeeper, even once a month.

TRACKING INCOME AND SETTING INCOME GOALS

I used to be really freaked out by spreadsheets and now I find them incredibly sexy. I'm not joking. They reveal the state of my business or the state of my life. They are super helpful in determining the true financial health of a business. I'm going to talk a little bit more about this in a minute, but I want to share one of my personal experiences with how a revenue-income comparison spreadsheet basically saved my butt.

I had been keeping track of my monthly revenue for a number of years. I set up a spreadsheet that included my various income streams, in addition to the total monthly income. I had two spreadsheets. One was for revenue comparison for each month and each year. The other one was for the work that only I was doing. If you are still doing a lot of the services, create a section that shows how much income you are bringing in and how much your staff is bringing in for the business. At one point, I wanted to let dog walking go. I was so burned out dealing with my dog walkers who called in sick and wanted vacations and wouldn't last for very long. For these reasons, I was strongly considering letting the dog walking go and only providing pet sitting visits. When I looked at the numbers, I discovered that dog walking was bringing in half of my business' monthly revenue! If I had not looked at the numbers and impulsively decided to let go of the dog walking, I probably would have been out of business.

Instead, when I looked at the numbers and realized dog walking was half of my income, I knew that I needed to figure this out. I had to find ways to manage the dog walking. I

noticed that the dog walkers would stay with me for 6, 9 or 12 months if they were walking dogs 5 days a week. I started to only hire dog walkers who would walk 2 or 3 days a week. I began to retain staff members for longer, which addressed the pain point of having to always hire dog walkers. Typically, the ones who would walk 2 or 3 days a week would stay with me for 5 to 7 years. I also began to look at having a back-up dog walker. I began to strategize and create systems and strategies that would help alleviate the pain point and I grew to really love the dog walking and to see that it was a firm foundation for us. The pet visits were very unreliable. People would cancel their trip and the pet visits were only for a week or two. I actually began to see that it was a lot of work, whereas I was able to manage the dog walking in a better way because I addressed the pain points.

When you have this revenue comparison, you can really begin to set goals. You can see if your income has gone up in the past four Januarys or if it has gone down? As we discussed before, when we set goal, we begin to create actions. It becomes clear where we want to go and then we do the actions that it takes to get there. Overall, setting an income goal will begin to help you take the actions needed to achieve that goal.

Let's say an income goal is \$400 per month and let's say you charge \$20 per pet sitting visit. You would need to do 20 visits in one month to achieve that goal. So, you get really clear about how many visits you need to achieve that goal. You are totally clear and then you can begin to set goals. Maybe you decide you actually want to have 40 visits this month. So, you decide to do a big marketing campaign and see if you can achieve that. The spreadsheets can really help motivate you and they can also create so much clarity about where your business is and the financial health of your business.

GROSS AND NET INCOME

A lot of people get really confused by these two terms. Gross income is the total amount money that your business receives. Net income is the amount available after your business expenses. Sometimes the annual gross income goal can be easier to set than the annual net income goal. You want to start with the gross income when it comes to goal setting and then determine your net income goal. Gross comes first. Create a monthly or yearly gross income goal and then get clear about the net income goal.

If you have already set a gross income goal for the year, please share it in the chat box. If you haven't set one, type in what you'd like your goal to be. Everybody is going to have a totally different number because everyone's business is different.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Diane – \$40,000.

Robin – \$101,000.

Mary – *Gross annual goal of \$80,000.*

Morgan – \$84,000.

Julie – \$200,000.

Virginia – *I actually revamped this so my new goal is \$30,000, which will result in \$3,000 given to charity which is what I base my goals on. I wrote more about this in a Facebook group post.*

POST-IT NOTE INCOME GOALS

This may sound weird to some people, but many years ago I started writing my gross annual income goal on a post-it note and putting it on my computer. I write it like this: I earn _____ or more this month easily and effortlessly. I recommend this because the post-it note can begin to work with your subconscious. Remember when we talked about affirmations and how they can begin to create new neuro-pathways in the brain? The same thing can happen when we see something over and over and, for a lot of us, being on our computer is where we are most of the time.

What happens with these post-it note goals is that you begin to take actions that support that goal because you see it so much. You may even do it without realizing you are doing it. You may be at your computer and all of a sudden email a client asking for a review on Yelp. It's because a part of our brain is taking action to create that amount. We begin to take actions that support that in order to achieve that goal. It's not magic, although it may seem magical. It did to one of my coaching clients.

POST-IT NOTE SUCCESS STORY

I had a coaching client a number of years ago named Jessica who was very resistant to this action step. She was finding that she had a financial ceiling. At that time, she was making \$6,000 a month. She really wanted to go beyond that and felt like no matter what she did, she could not break that ceiling. It was really frustrating for her. I began to work with her to create a list of affirmations. She would say them every day. She was super resistant to this because she thought it was weird. But she was also paying me for coaching so she wanted to get the most bang for her buck. I told her the best way to do

that was to do the work that I gave her. I told her she couldn't reap the results if she didn't do the action steps.

She started saying the affirmations every day. She wrote a post-it note and she wrote \$8,000 as her monthly goal. She was a little worried it was too much. I asked if it felt like a stretch for her and she said it did. I asked if she could visualize that amount. She said she couldn't. I told her to keep saying the affirmations and to say them every day in the morning and evening. She had ten affirmations and she said them over and over in the morning and at night. Occasionally she would say them while she was driving. She started memorizing them because she was saying them. She did that for a week.

I worked with her the next week and I asked how she was doing. She said she really felt like she could earn that amount this month. It didn't make sense to her rational brain because she had never earned that much before and she had tried many ways. But she felt like she could do it. She wrote the amount on a post-it note and she made that amount. I think she made \$8,051 or something just over the goal. She was on fire after that. She couldn't believe it. She called it a magical post-it note. But it wasn't magic. She took a lot of actions to achieve that goal, but the belief work was really what I think took the rock out of the stream for her. She ended up selling her business a few years ago for a very large sum of money and she really felt like the post-it note had a lot to do with the change in her business in terms of income.

ACTION STEP NO. 2

Create a gross monthly/yearly goal and a net monthly/yearly goal. Be sure to put your monthly goal on a post-it note where you can see it every day. Some people put it on the dash of their car and their computer. You can double-dip if you want to.

HOW TO MAKE MORE MONEY

For those of you who want to make more money, the only way to do it is to either earn more or spend less and, ideally, you want to do both at the same time. I am not in to penny pinching or coupons or anything like that, but just to be conscious around where your money is going is really important to look at. That's why it is so powerful to track your business and personal expenses. Some of you may have auto-payments for things that you haven't used in a long time. Take a strong look at your finances and see what is happening.

PAYING YOURSELF

Are you paying yourself from your business? Do you have a separate business and personal checking account? If you have an LLC or a corporation, you are legally required to pay yourself. Sole proprietors don't legally have to, but they really should. One way that you can do this would be to get a separate business checking account and personal account. Pay yourself every other week or maybe even every week. This becomes really easy to do when you know how much you are earning and spending each month and the accounting software will really help with this.

I would love to know if you guys pay yourself. Please share in the chat box.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Diane – *Yes, I do. I pay myself 40% of the income earned.*

Mary – *I pay myself once a month and I use a payroll service.*

Debbie – *Yes, I am.*

Robin – *Yes, absolutely. I separate my accounts and I make myself put some for big expenses in savings.*

Julie – *No, but I am willing to try it.*

Virginia – *I currently pay myself 60% gross, though I am a little stuck on how to pay myself off of what future team members do given the strong desire to 10% to charity and then business expenses.*

Kristin: A good accountant can really help you figure that out before you've even begun to hire and then maintaining communication with that accountant as you hire and as you are paying, you'll get a lot more clarity. I recommend doing that.

Jake – *I highly recommend the Qapital app. I pay myself 40% and each deposit that hits my business bank account automatically gets transferred to the app. I also use the Digit app and that takes out daily amounts of money. Not sure how their algorithm works, but it's a great app.*

Virginia – *I do have separate accounts in two different institutions.*

TAXES

I'd like to share something with you guys. The two times in my life when I was in debt was credit card debt and tax debt in my early 20s. It was very painful and it took me three years to pay off my credit cards. And then, a few years into my business, I got into tax debt because I was either not paying my quarterly taxes or I was not paying them on time or not paying the full amount. It took me even longer to get out of tax debt than it did to get out of credit card debt because of all the penalties and interest. It was like being in a boat with a hole and having to bail it out with a little thimble. I felt like I was sinking. It was such a hard lesson to learn and ever since then, I have never gotten into credit card or tax debt again. I pay my quarterly taxes. I'm very rigorous about it and I'm very rigorous with my coaching clients about it because I've seen the financial trauma that can happen as a result of not paying quarterly taxes.

Here are the strategies that have worked well for me and my coaching clients when it comes to paying quarterly taxes. Determine how much your estimated annual taxes will be and divide that number by 12. Let's say your annual federal taxes will be \$12,000. That is \$1,000 per month you would need to set aside. Create a special non-touchable tax savings account. Have it in an account that takes a few days to get it out so you don't spend it on something other than taxes. That really creates a level of pause before you move that money around. I recommend not having your tax savings account be in a banking institution where you can get access to it quickly, if you are someone who has a hard time saving and you often spend more than you earn.

I also recommend that you get a good accountant who can help really reveal the write-offs that you might not know about in order to save money on taxes. It really does pay to have a good accountant. You may feel it costs too much to get a good accountant and work with them, but you will actually save money because they will be able to reveal write-offs that you might not see.

I suggest that you check in with your accountant in September of each year to make sure that you are paying the appropriate amount so that you won't get any surprises at tax time. That being said, if you don't have an accountant and you feel like you do need one, I recommend that you find one now, rather than waiting toward the end of the year when most of the good accountants probably won't be available.

I want to explore this with you and hear from you. Do you set aside your quarterly taxes? How does it feel to set them aside? Have you ever dipped in to the tax money and then been really freaked out at tax time? Any tax time experiences – good or bad – that you can share would be great so that you can spare your fellow pet business owners some angst.

Anytime Access attendees: Please pause the recording and post your response in the [Facebook group](#) now.

Answers from the Catapult Live Attendees:

Robin – *This has been on my mind. I did have to pay \$2,000 but I had the money, but it wiped out my safety net.*

Virginia – *I have a separate account for tax savings. Then I put 30% of net each month into that holding account and then pay quarterly. That percentage number was a recommendation from my CPA.*

Robin – *How do we vet a good tax accountant for our business? Questions we might want to ask?*

Kristin: I would ask them how many small business owners they work with. Ask if they work with service-based small businesses and what kinds? Are there other pet sitting or dog walking businesses that you work with? They don't have to work with that kind of business, but it is helpful. Also, you want to make sure that you feel comfortable talking with them. You don't want an accountant who is talking in a language you don't understand. I would ask them about their process around working with somebody new. Just listen and see if they're communicating clearly and if you feel comfortable around them. It's good have a numbers person who is also a people person. Another good question to ask is how conservative they are in terms of write-offs. Personally, I think it's better to have an accountant who is really clear and able to see the write-offs but won't want you to write off anything that could be a red flag. Talk to your accountant about that.

Mary – *I don't set aside quarterly taxes. When I keep up with QuickBooks, tax time is fairly easy. Last year I did this and actually had my taxes done on time. This year, I am way behind and constantly stressing about it. I do have a good accountant but they are way too expensive.*

Kristin: You might want to look at getting another accountant. You can find good accountants who aren't super expensive. I would contact some and maybe do some interviews. If you are constantly stressing about the taxes, that is a huge pain point that is going to keep you from being fully present in your business and your life.

Jake – *With the Qapital app, I automatically save 10% for investing and 20% for taxes when a deposit hits my account.*

Julie – Eek! No, I am realizing how much this bookkeeping financial talk is a pain point for me so I will be taking some action steps this week.

ACTION STEP NO. 3

With the help of your accountant, determine how much you need to set aside each month for quarterly taxes. Set up a designated tax savings account if you need that. Some of you might not, but if you feel like you might spend that money, set up a designated tax savings account. A bonus action is to try a demo of a couple of budgeting systems, like Mint or YNAB or Qapital and get in the habit of using them.

REVAMPING YOUR BUSINESS

Let's discuss some ideas to revamp your business to create more ease for your business and your life. Creating automation in your business wherever and whenever is so important and it creates so much ease for you. If you have a pet sitting/dog walking company, I suggest that you get in the habit of sending your staff members to the meet and greets instead of you. Maybe you go the first two times with a new staff member, but then you let them go on their own. A lot of pet business owners think they need to go with their staff to meet the clients. I felt that too, initially, but then when I began not doing this, it created so much more time and space in my schedule. And also, trying to coordinate three different peoples' schedules was really challenging and required a lot of back and forth communication that was unnecessary. It was so much easier to just set up meet and greets between a staff member and client.

Hire a current staff member to manage the phones for a day or two each week so that you can get a break, if that's something that you need or want to do.

Notice the business task that you don't enjoy. We talked a lot about this. Begin delegating those tasks to somebody who is good at them and probably even enjoys them. It will free up your time to do things that you enjoy.

If you don't have an administration software system for your business, I recommend that you get one. I also suggest that you start learning how to use it during a time when it is slow. Don't try to learn an administration software system during a really busy time. You will get frustrated and you may even just throw your hands up and give up. Do it during a slower time. It typically takes a month to really learn a system because it's learning a new way of doing something and a different way of running your business. You want to have time and space to be able to do that. Give it everything you have rather than try to cram learning it in the midst of a busy time.

Automate your Facebook posts, your Twitter or vice versa. There are a number of automated apps that will duplicate your posts so that you don't have to post numerous places. You can just have it all automated.

Download your client email addresses from your administration software and upload it to your newsletter provider so that you can begin sending out a newsletter. You can also hire somebody to write your newsletter or your blog.

These are some great ways to begin to automate things so that you can free up your schedule.

MONTHLY AND WEEKLY GOALS

For those of you using the Best Year Yet software, I highly recommend that you use it to create and score your monthly and weekly goals to stay on track and to really make it a weekly and monthly habit. Personally, I create and score my goals on Monday morning. That's the first thing I do before I check email or before I check my phone. It helps me feel really prepared for the week ahead. In fact, if there are times when I don't do it, I feel really discombobulated. It's through sitting down with my Best Year Yet plan that I determine exactly what I need to do that week and when. It's a powerful way to run a business and it creates a strategic mindset and a feeling of empowerment. You don't need the software system to do this. You can do it just by creating monthly and weekly goals for yourself. Discover what day and time works best for you and make it a habit to score and create your weekly and monthly goals on a regular basis. You will notice a huge difference in your productivity level if you do it.

For those of you that don't have the Best Year Yet software, don't worry. You can simply get a notebook and strategize about your week every week. You can list 10 to 15 monthly goals and up to 10 weekly goals. Then review them every week and month. It's easy and you don't need the software to do it, but it does make it even easier.

REVAMPING YOUR SOCIAL MEDIA

You should really use social media as the powerful marketing tool that it is meant to be. Some people try to use it for business and end up going down the rabbit hole and start reading people's posts and get distracted. Be intentional about social media. Develop a habit of posting on your Facebook business page one to two times a week. Post on your blog one to two times a month. Short posts are fine, but make sure that at least half the posts you do are rich in keywords, especially the title. Post your blog posts on Google Plus. Google Plus comes up really high in the search engines. Posting on Instagram can

be great. You can ask your clients to post on NextDoor. Send out a newsletter to your clients one or more times a month to really keep you in their mind and their heart.

CLIENT QUESTIONNAIRES

Send out client questionnaires to everyone that you take care of. I have found that snail mail is the most effective. It may be counterintuitive and it may be more expensive, but it is effective. You can either snail mail the client questionnaire to your clients or leave a self-addressed stamped envelope with the client questionnaire at the client home. You want to keep them very short; 3 or 4 simple questions. Was your pet happy and content when you arrived home? Was there anything you wish we would have done? Things like that. It's really great to begin this kind of communication because a lot of clients aren't going to be willing to tell you in a voicemail or on the phone. But a lot of people will be willing to actually write it in a client questionnaire.

CLIENT COMPLAINTS

If you get a client questionnaire that is reaming a staff member, you want to contact your client first and then the staff member. Don't assume that your staff member is to blame. Contact the client first to ask for more information. Then you should talk to the staff member once you have that additional information. Oftentimes, I found that the situation was actually the client's fault because they didn't explain something properly or they weren't clear. You don't want to lash out at your staff member without contacting the client to get more information about the situation.

It's important to really look at what your clients complain about. Often, the same complaints will come up over and over from different clients. Look at what really upsets your clients about your service. Is there a complaint that you have heard more than once about your staff members or your service? Listen, pay attention and make changes. Don't think it will go away. Begin to make some shifts.

SUMMARY OF ACTION STEPS FOR WEEK 4:

1. Identify one of the pain points in your pet business that gives you the most stress. Write in your journal or have a brainstorming session with your buddy about how to solve it. Take one action to begin to solve it this week.
2. Create a gross monthly/yearly goal and a net monthly/yearly goal. Be sure to put your monthly goal on a post-it note where you can see it every day.

3. With the help of your accountant, determine how much you need to set aside each month for quarterly taxes. Set up a designated tax savings account. Bonus action: try a demo of a couple budgeting systems and get in the habit of using it.

You have a lot of great things headed your way. You still have the Facebook group and your buddy to connect with. You have a lifetime unlimited access to these class segments. You also have this Catapult Handbook and that will help guide you through if you want to do the class on your own. The Facebook group is also lifetime access, just like the recordings.

Thank you for being a part of the Catapult program!