Ideas for Generating Revenue

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

- Private dog park – highlight social distancing availability, outdoors, one on one for families (could be families bringing their dog, or you could have drop offs and you play with the dogs)
- Private indoor dog park (could add an obstacle course or other fun equipment for people to use). Same as above but indoors.
- Videotape enrichment “how tos” and sell the clients for a monthly fee (or add them to your membership program. Post in FB once a week (or do these on zoom calls)
- Rent out enrichment equipment – Klimbs, agility equipment, puzzle toys etc to let your clients try at home – if you aren’t using it, let your clients use it
- Stuffed kong delivery service – drop off/pick up once a week
- Virtual daycare – provide a few activities each week on FB or via email that your client can do with their dog at home. OR, have them log in at a certain time and you work on exercises together
- Gift cards – offer gift cards for future services worth 20% more than the value (for instance sell a $100 gift card worth $120 in future services). As a bonus, tell everyone who buys $100 they will be entered into a drawing for a month of services (or something else worth a lot from your business)
- Contact first responders and all the companies still working and offer your services for 20% off (grocery stores, medical personal, health workers, utility companies, etc). Make lots and lots of individual calls to these companies to get the word out
- Conditioning exercises “how tos” – similar to enrichment ideas listed above
- Pick up/delivery of dogs to the center if the owner doesn’t want to go out of their house
- Dog Box – package a toy, treat and game in a box to delivery to client each week while they are at home so they can do something fun with their dog at home
- Poop pick up service at client’s home
- Concierge services for people who don’t want to or can’t leave their house (pick up groceries, medicine, etc)
- Dog walking services if pet parents are at home with the dog but don’t have time to walk them
- Online pet first aid classes
- Online dog training classes if you have a trainer on staff
- Online trick classes (offer your own or use The Dog Gurus class and you can offer that to your clients). [Www.TheDogGurus.com/Tricks](http://Www.TheDogGurus.com/Tricks)
- Canine body language classes – teach your clients how to read dogs (if you have Knowing Dogs, use some of those modules! Share your screen on zoom)
- Trick of the month opportunity – send one video each month and create a facebook group where people can share their progress with their dog
- Facilitate pet parent groups where you can get engagement for any of the revenue stream ideas listed above and add value to whatever you are offering
• Create a “pay to play” competition for your client with fun activities (think Daycare Games but for pet parents)
• If people are willing to bring their dog to your facility but don’t want them playing in groups offer individual activities to their dogs
• If people are still coming to daycare offer parties to generate more attendance. How about a “you can’t go on vacation, but your dog still can” kind of party
• Information series of short videos/webinars (on facebook or zoom) such as
  o How to stuff a kong
  o Favorite toys for dogs
  o Best leash/harness for dogs
  o Best treats
  o All about nutrition – talk about finding a good food for your dog
  o Off leash play safety (using Knowing Dogs 201 if you have that)
• If you offer grooming do a push on bath/nails.
• Sell products that you have in your store, but offer delivery
• If you don’t sell products, set up an amazon affiliate account and sell products via your amazon affiliate links
• Sign up to be a Blue-9 dealer and sell their products (Klimbs, Balance Harness, etc). You get the money upfront and then order. Blue-9 will drop ship to your client

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

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

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