

# Your Dog Training Business Assessment Result: **Optimization** Phase

Discover your next steps to  
**higher profits**

You're in the optimization phase! Let's dive into what that means and what your pathway to higher profits could look like, even while reducing your work hours.

## The Optimization Phase: What This Means **For You**

You're consistently earning \$10-\$20k per month and maintaining a solid client base. This phase is all about optimizing and refining your business operations to achieve even greater success. The Optimization Phase is a rewarding time as you set more ambitious goals and implement strategic plans to ensure sustained growth and long-term success.



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### **OPTIMIZATION PHASE**

**Typical monthly revenue indicator:**  
**\$10-20K**

## Common **challenges** during the optimization phase

When your dog training business reaches the optimization phase, you have a well-established and thriving foundation. This phase is about setting more ambitious goals and creating strategic plans to achieve sustained growth and long-term success. You have a strong vision for your business, and now it's about optimizing and refining the tactics that elevate your impact.

**Some of the challenges during the optimization phase may include:**

- Continuously setting and achieving ambitious business goals while strategically planning for sustained growth.
- Avoiding complacency and continuously innovating to maintain a competitive edge.
- Managing a high volume of qualified leads and ensuring a consistently high conversion rate.
- Maintaining a healthy work-life balance while overseeing a streamlined, highly productive workflow and an effective team.
- Regularly reviewing and adjusting your premium pricing strategy to reflect the exceptional value you provide, while ensuring long-term profitability and scalability.

# So, what's your best next step?

Let's dive into the top priorities to ensure the continued optimization and success of your dog training business. Your top four action steps:

- Set and achieve more ambitious business goals, strategically planning for sustained growth and long-term success.
- Maintain a high level of confidence and positive mindset, regularly assessing progress, celebrating achievements, and avoiding complacency.
- Continuously refine and streamline your administrative processes, leveraging automation and delegation to maximize efficiency and productivity.
- Implement sophisticated lead generation and marketing strategies to consistently attract a high volume of qualified leads and maintain strong revenue growth.

Let's dive into more detail about navigating this stage of your business...



## Mindset



## The Optimization Phase & Your Goals

Having vague goals at this stage is like trying to reach new heights without a clear plan.

You need specific, measurable objectives to ensure sustained growth and long-term success.

No one else can define what you want for your business but you. To propel your optimization, you also need to understand WHY you want to reach these new heights.

Your reason why is the driving force that will keep you motivated, even as you face the challenges of continually refining and enhancing your business operations.



## Your confidence

In the optimization phase, you might feel like your confidence should be solid and unwavering.

However, even at this advanced stage, imposter syndrome can occasionally surface.

Imposter syndrome is a form of self-doubt where you don't feel that you are qualified or capable enough to justify the position you hold. For example, you might question whether you're skilled enough to continually innovate and lead at a high level.

Interestingly, imposter syndrome is most common among high-achieving individuals. If you have a habit of being too hard on yourself, the bar of being "good enough" will continually move out of reach.

This self-doubt can hinder your optimization efforts, leading you to hesitate in making bold decisions, basically holding yourself back.



## Busy work vs income producing activities

In the optimization phase, it's critical to focus on activities that directly contribute to your business's growth and profitability, rather than getting bogged down in busy work.

Even at this advanced stage, it's easy to use one type of work to procrastinate on another!

For example, you might spend hours refining your already efficient operational processes or perfecting client documentation, but neglect more impactful tasks like strategic marketing efforts to attract new clients or further enhancing your brand visibility.

Maintaining a focus on income-producing activities is essential to sustaining your business's success and avoiding the trap of busy work that doesn't contribute to your bottom line.



# Self care - not an afterthought

In the optimization phase, it can be easy to let your business consume your thoughts and dominate every part of your life.

But if you're like me, I'm guessing you started your business to have more time off work, not less!

In this phase, it's crucial to ensure self-care remains a priority and not an afterthought only addressed at the point of burnout and fatigue. As your business demands grow, it's easy for healthy habits to slip.

Healthy eating and exercise can get sidelined, junk food makes you feel even worse, and hobbies—what's that?! When self-care is neglected, self-sabotage often takes its place.

You are the driver of your business and its success, so taking care of yourself needs to be a top priority.

Downtime, hobbies, and time off aren't something to leave to chance; they must be scheduled in like any other commitment. Why should a commitment to yourself be less important than to everyone else?



## Admin



## Optimizing Your Procedures

In the optimization phase, continuously refining and optimizing your systems and procedures is crucial to ensure everything runs smoothly and efficiently at an advanced level.

Do you have a highly streamlined process for booking and training clients, or are you still encountering inefficiencies? At this stage, optimal efficiency is key.

What about your calendar? Are you proactively managing where and when you see clients and when you work on the business, or are you still allowing clients to dictate your schedule?

Are you still coming home late from training sessions and then having to write training reports from scratch for each individual case?

By refining and continuously optimizing your procedures, you can save significant time and reduce stress, allowing you to maintain high productivity, focus on delivering exceptional client outcomes, and continue to enhance your business operations.



# Managing and optimizing your leads

Do you know exactly where your leads are coming from and how many convert into paying customers? Do you have a robust process to get testimonials and referrals, or are you running on hope?

What is measured is improved—regularly check in on the important metrics and identify what needs adjusting to enhance these numbers.

In the optimization phase, employing sophisticated lead generation strategies across multiple channels is crucial.

Ensure you have detailed client agreements, automatic reminders, and follow-up email templates in place to manage these leads effectively.

Rather than reinventing the wheel every time someone books with you, take full advantage of all the advanced resources available to improve both the client experience and your own efficiency. This is especially important now that leads and clients are coming in with high frequency.

By continuously optimizing these processes and strategies, you can ensure that your business remains highly efficient and continues to grow robustly.



## Your Marketing Strategy



At this stage, you've likely established a highly effective marketing routine, utilizing content calendars and maintaining a strong presence across multiple platforms.

When you know what works, you can tap into it any time your business needs a boost. The great thing about sophisticated marketing strategies is that they're repeatable—what works once will usually work many times.

Marketing in the optimization phase is about maintaining top-tier visibility and continually reinforcing your brand presence so people consistently recognize and trust your brand.

Each time you create visibility through social media content, printed media, email marketing, ads, signage, your website, or blog, you should have a clear, strategic intention for that piece of media, ensuring it aligns perfectly with your overall marketing strategy and business goals.



**For more on marketing, view our on demand webinar where we explore my top 3 free ways to attract more dog training clients**

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## Optimizing your media for purposeful action-taking

Make it clear and easy for potential clients to take the next step and progress into your sales process.

Having a sophisticated and well-defined marketing plan helps maintain business optimization and prevents fluctuations. If any issues do arise, a solid plan allows you to address them quickly and effectively.

In this phase, you are already tracking detailed metrics for your sales and leads.

Use these insights to continually refine and optimize your strategies.

At this stage, you likely have a well-established social media presence and a highly optimized website.

Maintaining a professional website with strong SEO is crucial. Regularly update and optimize your site to ensure it remains effective and relevant, keeping you ahead in search engine rankings and opening many more opportunities for sales.



## Client Retention & Delivery

### Refining your pricing strategy

How do you feel about your pricing? If you've ever felt unsure about whether your rates truly reflect the exceptional value you provide, you're definitely not alone.

In the optimization phase, it's crucial to ensure that your rates not only fit your target market but also reflect the premium, high-quality services you offer.

Your business should provide a way for you to thrive, which means your rates need to be sufficient to cover your expenses, reward your expertise, and support continued growth and innovation.

By this stage, you've likely moved past the undercharging that can plague earlier phases. However, it's important to regularly review and adjust your pricing strategy to ensure it remains competitive, sustainable, and reflective of the exceptional value you deliver.

Maintaining a well-structured and premium pricing model helps prevent burnout and ensures that your passion for dog training continues to grow alongside your business.



# Refining your business model



In the optimization phase, you have likely perfected your business model, and things have been running smoothly for a while.

Continuously refining your business model can help you sustain and enhance your business even further, so it's important to review any areas that could be made even better.

By now, you should have set programs with a clear progression for your clients, significantly improving the experience and results for all involved, and continuing to grow your revenue.

It's crucial to have a crystal-clear understanding of who you will accept bookings from. That's right—you don't need to accept every client.

Who do you really want to work with? The look and feel of your promotional materials and the way you communicate with your audience have a major influence on the type of clients who feel drawn to reach out to you for dog training.

Your brand voice and the way you structure your lessons are key differentiators that help you stand out from competitors.

People are drawn to those they resonate with, and not everyone will be a fit, which is totally okay.

If you encounter someone you don't want to work with, you don't have to accept them as a client.

Determining who you will or won't work with is an important part of refining your business model to ensure long-term sustainability, profitability, and growth.

## Program design

In the optimization phase, effective program design goes far beyond creating a package deal with a set number of lessons. By this stage, you already have set programs in place.

Now, it's time to refine and expand these offerings, incorporating advanced and innovative elements to reach a broader audience, including online programs.

Your existing programs should already take your clients on a clear journey from point A to point B with specific goals and milestones to track progress.

To further enhance these programs, you might continue organizing them by behavior, such as offering a reactive dog program or a puppy development program.

Alternatively, you could offer bundled packages with small, medium, and large programs that are fully customizable.

Enhance these programs by incorporating various inclusions such as advanced equipment, class passes, additional learning materials, or even exclusive access to online resources. The options are endless!

As you refine your programs, consider adding sophisticated online components to cater to a global audience and provide flexible learning options. This can significantly increase your revenue and solidify your authority in the field.



# The client experience



In the optimization phase, with a consistent flow of ideal clients, it's crucial to continually refine and perfect your follow-up processes and leverage advanced automation to ensure maximum efficiency and consistency.

Even as your business operates at a high level, having well-established processes, policies, and procedures for managing clients during and after their sign-up ensures a seamless and exceptional experience.

Implement highly structured follow-up processes for potential clients who have inquired about your services, maintain regular and meaningful communication with current clients, and reconnect with past clients to keep them engaged and loyal.

Additionally, develop sophisticated strategies to systematically gather referrals and reviews to boost your business's credibility and attract even more clients.

With these clear and refined processes in place, you can automate or delegate many tasks, freeing up your time to focus on delivering outstanding service and exploring new growth opportunities.

This will help your business continue to operate smoothly and effectively, like a finely tuned machine.

## Need help?

I got you! Helping dog trainers to grow and improve their businesses is what I do.

To learn more about growing your dog training business and how The Profitable Dog Trainer can help you, [view my free on demand webinar](#) about how to get more ideal training clients without paid ads.

You'll learn my top three client getting strategies so that you can optimise your business even further. Plus I talk about my philosophy on work life balance and earning more while working less (if that's what you want to do).

You'll also learn all the details of [The Profitable Dog Trainer Masterclass](#), my signature program. Webinar attendees will receive a special offer if they wish to join.

If you have any questions about how I can best help you achieve your business dreams faster, [send me an email](#) or [DM me on Instagram](#).

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# A bit about me..

I'm Tenille! I've run my own dog training business since 2011 and when I first started out, I held many limiting beliefs that were repeated by those around me about what is possible with a dog training business and how it should be run.

Thankfully, I didn't listen, and out of sheer determination I set up my business to suit my lifestyle, not the other way around. I'm kind of stubborn like that.

Now, I have helped dog trainers all around the world who have changed their lives through this program and the supportive group of people within.

From just starting out, to their first \$100k years, to expansion beyond what they once thought possible.

Start with the free webinar to learn more about my own dog training business journey, and enter your next phase of growth in your training business.

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