

— THE —
PROFITABLE
— DOG TRAINER —

Your Dog Training Business Assessment Result: **Stability Phase**

Discover your next steps to
higher profits

You're in the stability phase! Let's dive into what that means and what your pathway to higher profits could look like.



GROWTH PHASE

Typical monthly revenue indicator:
\$5-10K

The Stability Phase: What This Means **For You**

You're consistently earning and maintaining a solid client base. This phase is all about optimizing and refining your business operations. Achieving stability in your business is a rewarding time as you fine-tune your strategies to ensure sustainable growth and efficiency.



Want to learn my top 3 free ways to attract clients? View the free on demand webinar

VIEW NOW

Common challenges during the stability phase

When your dog training business reaches the stability phase, you have a clear and solid foundation. This phase is about refining and optimizing your strategies to ensure continued success and efficiency. You have a strong vision for your business, and now it's about perfecting the tactics that sustain and grow your impact.

Some of the challenges during the stability phase may include:

- Continuously refining your business goals and understanding what's possible for your next level of growth.
- Occasionally experiencing imposter syndrome, wondering if your skills are enough to sustain and further grow your client base.
- Attracting new clients consistently while ensuring your marketing strategy remains effective and up-to-date.
- Maintaining a healthy work-life balance as your business demands increase, learning to delegate effectively and say no when necessary.
- Ensuring your pricing strategy reflects the value you provide without feeling pressured to accept every client, while also expanding your testimonials and case studies to build trust.

So, what's your best next step?

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

- Continuously review and refine your business goals to stay aligned with your long-term vision.
- Maintain a strong and positive mindset, regularly assessing your progress and celebrating achievements.
- Optimize your administrative processes to ensure smooth operations and handle client volume efficiently.
- Strengthen your marketing strategy to consistently attract new clients and maintain steady revenue growth.

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



Mindset

The Stability Phase & Your Goals

In the stability phase, it's crucial to continuously refine and adjust your goals. Having vague goals at this stage is like trying to maintain a well-oiled machine without a clear maintenance plan.

You need specific, measurable objectives to ensure ongoing success and efficiency.

No one else can define what you want for your business but you. To sustain your stability, you also need to understand WHY you want to maintain and achieve these goals.

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



Your confidence

In this stability phase, you may feel your confidence solidifying. However, imposter syndrome can still 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 as a dog trainer to charge premium pricing.

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 prevent you from sustaining your growth, leading you to undercharge for your services and over-deliver, which isn't sustainable in the long term.



Busy work vs income producing activities

As your business stabilizes, it's important to distinguish between staying busy and producing income.

Even in this phase, it's easy to use one type of work to procrastinate on another!

For example, you might spend hours fine-tuning your operational processes and perfecting client documentation, but neglect more impactful tasks like marketing your services to attract new clients or enhancing your brand visibility.

Maintaining a focus on income-producing activities is crucial 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

As your business stabilizes, it can be easy to prioritize it to the point where it consumes your thoughts and dominates every part of your life.

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

In this phase, it's crucial to ensure self-care remains a priority rather than an afterthought that you only address when you're already at the point of burnout and fatigue. As the 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



Building Your Procedures

In the stability phase, refining and optimizing your systems and procedures is crucial to ensure everything runs smoothly and efficiently.

Do you have a streamlined process for booking and training clients, or are you still starting from scratch each time? Efficiency is key at this stage.

What about your calendar? Are you proactively managing where and when you see clients and when you work on the business, or are you letting your clients 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 streamlining your procedures, you can save time and reduce stress, allowing you to maintain stability, focus on serving your clients effectively, and continue to optimize your business operations.



Do you know **where** your **leads** are coming from?

And how many convert into paying customers? Do you have a process to get testimonials and referrals or are you running on hope?

What is measured is improved - regularly check in on the important numbers and identifying what needs adjusting to grow these numbers.

In the stability phase, utilizing a mix of paid and organic strategies to generate leads is crucial.

Ensure you have 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 advantage of all the great resources available to improve the client experience—and yours. This is especially important now that leads and clients are coming in with more frequency.

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



Your **Marketing** Strategy



At this stage, you've likely established a consistent marketing routine, perhaps using content calendars and maintaining a regular presence on social media.

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

Marketing in the stability phase is about maintaining high visibility and reinforcing your brand presence so people consistently recognize your brand and understand who you are and what you do.

Each time you create visibility through social media content, printed media, email marketing, ads, signage, your website, or blog, you should have a clear intention for that piece of media, ensuring it aligns 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

VIEW NOW

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 well-defined marketing plan helps maintain business stability 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 an established social media presence and a well-optimized website.

Maintaining a professional website with strong SEO can open many more opportunities for sales and enhance your brand's image. Regularly update and optimize your site to ensure it remains effective and relevant, keeping you ahead in search engine rankings.



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 value you provide, you're definitely not alone.

In the stability phase, it's crucial to ensure that your rates fit your target market but also reflect the high-quality services you offer.

Your business should provide a way for you to thrive, which means your rates need to be sufficient to not only cover your expenses but also reward your expertise and efforts.

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

Maintaining a well-structured and fair 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 stability phase, you have likely figured out your business model and things have been ticking along well for a while.

Refining your business model can help you to sustain and enhance your business even further so it's important to check over any areas that could be made even better.

If you haven't already, creating set programs with a clear progression for your clients can significantly improve the experience and results for all involved, and continue to grow your revenue.

It's crucial to have a 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 and growth.

Program design

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

Now, it's time to refine and expand these offerings, possibly adding online programs to reach a broader audience.

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

There are several ways to further enhance these programs. You might continue to organize 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 equipment, class passes, or additional learning materials. The options are endless!

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





The client experience

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

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

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

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

With clear processes in place, you can automate or delegate many tasks, freeing up your time to focus on delivering exceptional service and exploring new growth opportunities. This will help your business continue to operate smoothly and effectively, like a well-oiled machine.

Need help?

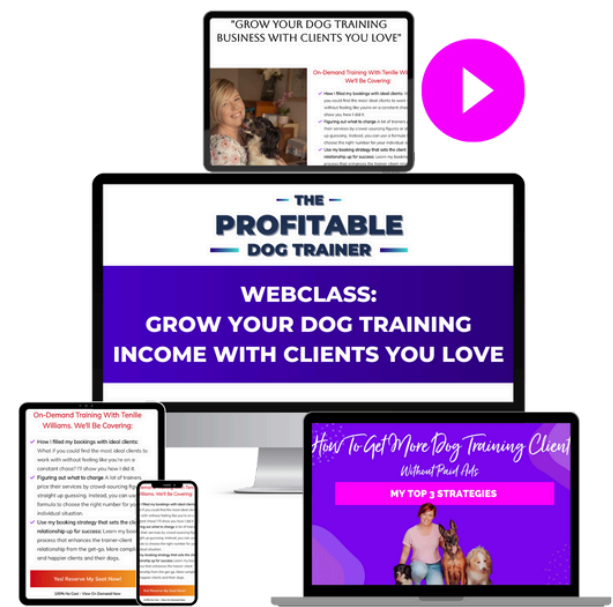
I got you! Helping dog trainers to grow and improve their businesses is what I do.

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 move from the stability phase of business into the optimisation phase and beyond.

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](#).



VIEW NOW

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.

[REGISTER TO VIEW NOW](#)



Love, Tenille

**Take advantage of the top 3
FREE client attraction methods
for dog trainers - learn how
during the free on demand
webinar:**

[VIEW NOW ON DEMAND](#)

