

# Your Clientele Conquer Kit

Your Guide To Delivering A Customer Journey That Attracts & Retains Your PERFECT Client!



Connie Buchanan



LYNN PROFESSIONAL

# Step 1

Identifying Who YOUR Perfect Client Is...





# YOUR Ideal Customer Avatar

Creating your Ideal Customer Avatar will supercharge your profits more than anything else you do!

Who are your ideal customers- the ones that you love to serve? What do these people have in common?

When considering your ideal customer think about every aspect of their lives and common traits they have. When considering attributes consider their demographics, age, income, and profession.

Go deeper and consider their values, beliefs, lifestyles and interests.

Once you have thought about who your ideal customer is, create an "avatar" in your mind. Envision what this person looks and sounds like; you can even provide a name for your avatar.

The goal is to describe your avatar so clearly, you can easily step into their shoes and feel their emotions.



# What Is The Importance Of A Crystal-Clear Avatar?

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" Your client avatar shouldn't be a representation of your average buyer. Your client avatar is whom you're striving to attract!"

- Focusing on the people with whom you can genuinely connect – your target audience – will make it more likely that you will grow your business.
- The key to matching your message to your customer is understanding their pain points and offering valuable solutions.
- A customer avatar helps you focus on the goal when crafting your services, advertising, business decisions, and more.
- An avatar may also assist in creating a better client experience by making every interaction as simple, enjoyable, and convenient as feasible. It will enable your business to understand client perspectives and their preferred means of communication.



# Let's Discover YOUR Perfect Client Avatar!

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**NAME:**

**AGE:**

**GENDER IDENTITY:**

**MARITAL STATUS/ CHILDREN**

**WHERE THEY LIVE**



**ANNUAL INCOME:**

**CORE LIFE BELIEFS (INCLUDE VALUES)**

**OCCUPATION**

**FAVOURITE BOOKS, MUSIC, HOBBIES**

**SOCIAL MEDIA ACCOUNTS THEY FOLLOW**

**WHAT DO THEY DO IN THEIR FREE TIME?**

**WHAT ARE THEIR GUILTY PLEASURES?**

# Do You Walk in Your Customers' Shoes?

*Can you describe a day in the life  
of your customer?*

*Do you know what keeps them up  
at night? You need to understand  
their life to serve their life.*

*Do you?*

Now that you know your Ideal Customer Avatar, it's time to walk in THEIR shoes!

As YOUR AVATAR, answer the following questions:

- What emotions do you have right now regarding your pet's grooming care?

I'd like you to please write below everything that comes to mind- especially what YOU are embarrassed about...

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- What are YOUR biggest fears regarding your pet's grooming needs?

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- What stresses you the most about your pet's care?

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- If money were no object, what kind of service would solve all your fears about your pet's skin and coat care?

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- What do you wish your groomer understood about YOU?

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- What's the OMG dream solution that you'd pay almost anything for?
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- If this dream service could appear perfectly, how would it look?
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- What will you be able to do if this dream service came true?
- 





# Step 2

Creating Offers That Delight YOUR Perfect Clients



# Services YOUR Customers Love

- The BEST OFFERS start by caring deeply for your ideal customer!
- You can create an easy add-on to your services that make your client's lives easier, more convenient and more enjoyable.
- You need to LOVE your offers as much as your clients do!
- YOUR passion and excitement are what attract and retain your clients!



Brainstorm some new services below! **Remember**, your services should make life easier for your client and remove fear and hesitation!

Service or Product	Do I LOVE it?	Do I have the time, energy and resources to offer it?	Does the service align with my business?

One other thought to ponder...

- Will I need to charge more for the service and if so how much?

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# YOUR offer checklist ✓

Your offer is aimed at your Avatar who is willing to pay

The offer is a solution to their burning desires or a problem they have

**My clients problem, or frustration, or desire is.....**

**My offer solves the problem, frustration or desire by:**

**My ideal client will pay for this service because....**

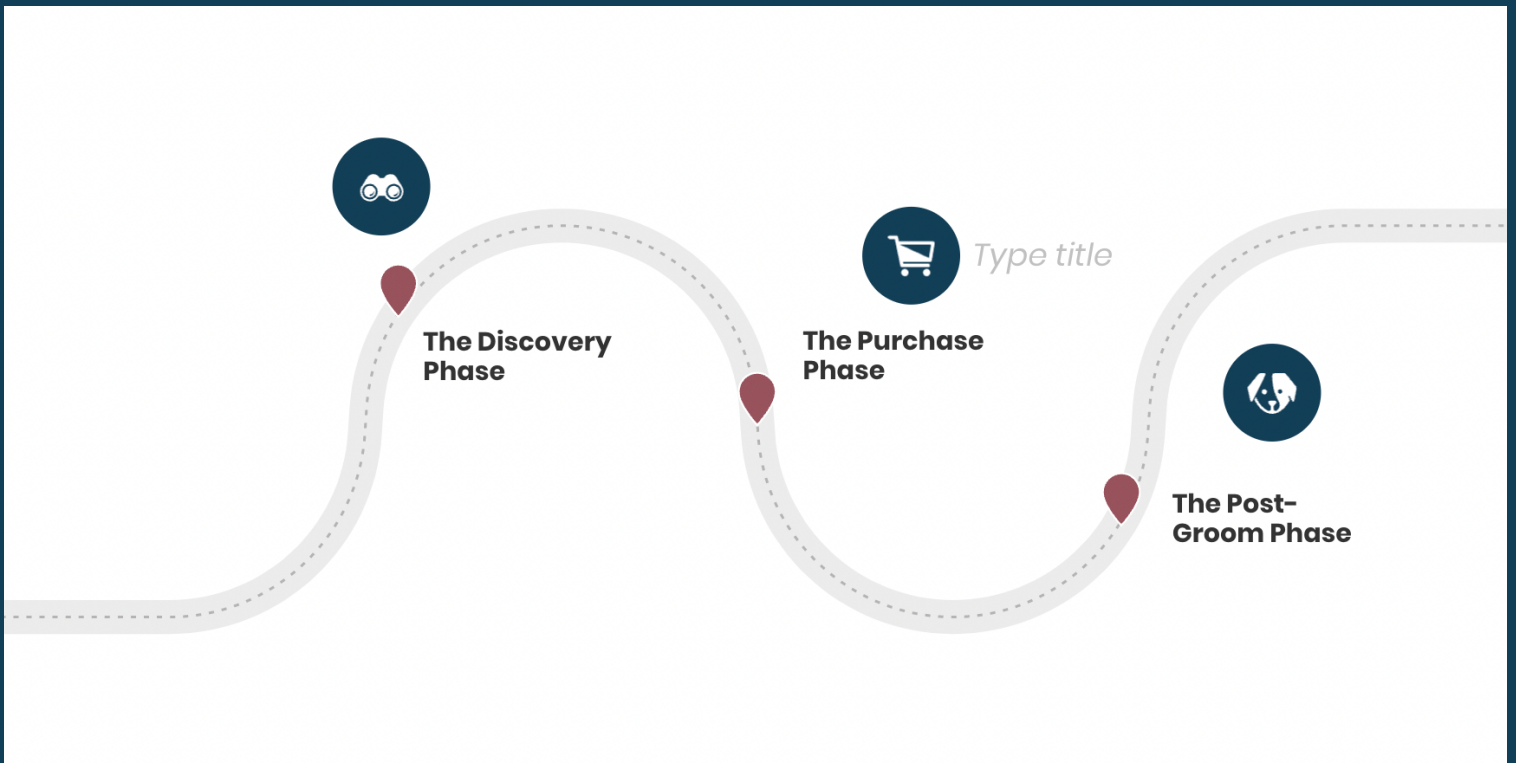
List 10 objections, questions, and concerns that may stop your client from purchasing your service.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



# Step 3

**Understanding YOUR Perfect Customer Journey-  
To Provide Incredible Offers &  
Create Unbreakable Loyalty!**

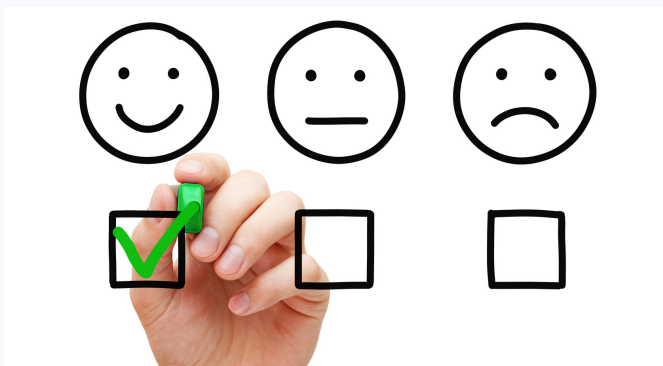


# A 3-Phase Journey



## #1 DISCOVERY PHASE

Before you even engage with a client, it's imperative that you know what the psychology of your customer is well before they purchase from you!



## #2 PURCHASING PHASE

You'd like to provide an outstanding customer experience DURING the purchase of your services. We'll review the importance of this step. The goal is not to be good. The goal here is to be legendary!

## #3 POST-PURCHASE PHASE

Your interaction with the client should not end when they leave your salon. **Your goal is to reaffirm with them that they made the best choice in trusting YOU** with their loved pet!





# #1 Discovery Phase

*THOUGHTFUL ATTENTION  
DOES NOT COST YOU  
ANYTHING MORE! THIS IS  
NOT ABOUT SPENDING  
MORE MONEY; IT'S ABOUT  
CARING MORE!*

In the "BEFORE PHASE," you want to think of the following:

- How can I remove fear and frustration and concern, and angst?
- How can I exceed their expectations even before they begin buying from me?
- FORGET about the competition! How do YOU want to deliver YOUR CLIENT'S experience?
- What do your ideal clients want, and how would you love them to feel?



*YOU WANT TO UNDERSTAND  
YOUR CLIENT BETTER THAN  
THEY UNDERSTAND  
THEMSELVES!*



## PHASE 1. DISCOVERY PHASE

Ask yourself, what's my ideal customer's psychology BEFORE purchasing? How can I put her at ease, empathize with her feelings, and remove fear, frustration, doubt or concern? How can I exceed her expectations even before she buys my services? Write down as many ways as possible to create an outstanding customer experience BEFORE she purchases.

Here are some starting points...

Before they even make their first booking, how easy is it for the client to find you? Does your website answer many of their questions? How can you respond and immediately eliminate their fears?





## #2 Purchasing Phase

*THOUGHTFUL ATTENTION  
DOES NOT COST YOU  
ANYTHING MORE! THIS IS  
NOT ABOUT SPENDING  
MORE MONEY; IT'S ABOUT  
CARING MORE!*

In the "PURCHASING PHASE," you want to think of the following:

- How easy do you make it for someone to get all their questions answered?
- How easy do you make it for clients to rebook?
- How do you make it stress-free for the client and their furry family member to transition into the salon?
- What's the first experience when they arrive in your salon?
- What is the energy like at your salon?
- Impressions take 5 seconds; what are a new client's first impressions at your salon?
- Can you do something that WOWS your clients at this phase?



*"OWNING THE VALUE YOU  
OFFER THE WORLD -  
CREATES A RIPPLE EFFECT  
AROUND YOU." ~ MARIE  
FORLEO*





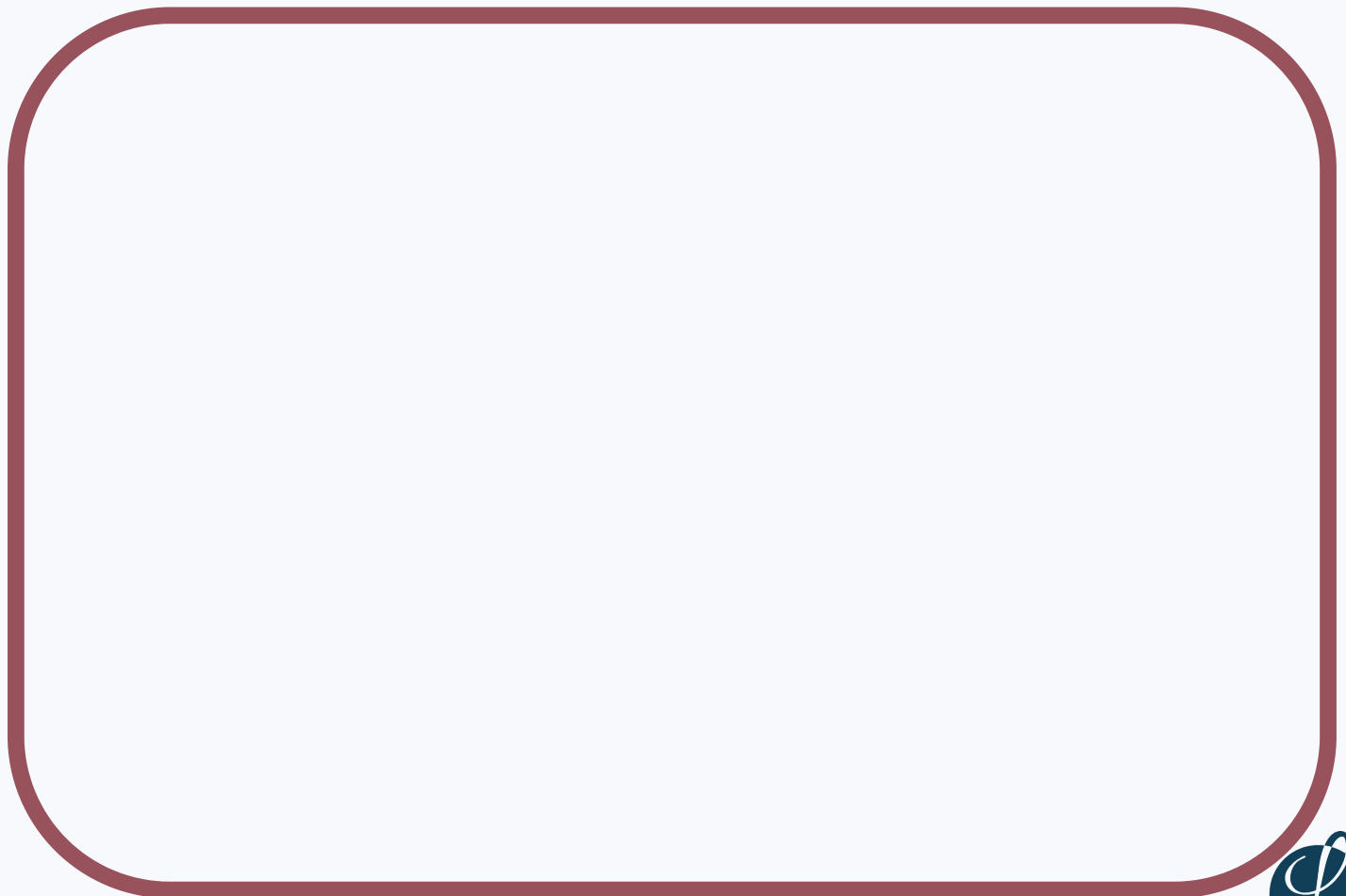
## PHASE 2. PURCHASING PHASE

What would my ideal customer deeply appreciate DURING the purchasing time while actively buying, experiencing, or using my products or service?

What would be cool, helpful, thoughtful or beautifully over-the-top?

What would surprise and delight them?

You can use the space to write down ideas to create an outstanding customer experience DURING the purchase phase.





# #3 POST-PURCHASE PHASE

*TREAT YOUR CUSTOMERS  
LIKE LIFETIME PARTNERS.*

In the "POST-PURCHASE PHASE," you want to think of the following:

- How could I help my client feel cared for after the purchase?
- What might be a small act of appreciation?
- What might I offer to add value to their life beyond the sale?
- What do they still need post-purchase to help solve their pet home-care dilemmas?
- How can you remain connected with your client Post-Purchase?



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YOUR CLIENT BETTER THAN  
THEY UNDERSTAND  
THEMSELVES!*



## PHASE 3. POST-PURCHASING PHASE

Ask yourself, "What can I do to surprise and delight my clients AFTER the purchase is complete?"

What would truly serve them, make them feel cared for, and add value to their lives?

How can I reaffirm that they've made the best choice to do business with me?

What else can I do to demonstrate that I've got their back and that they made a wise purchasing decision?



Just because you write it down doesn't mean you should do it! You can use this as an opportunity to brainstorm many ideas, then step away.

Please review your list with fresh eyes and choose at least one of your best ideas for each phase: Discovery, Purchase and Post-Purchase Phase.

Choose the ideas that best align with YOUR customer's ideal outcome and the customer experience YOU most want to deliver.

***My Offering:***

***My Best "Discovery Phase" Idea to Execute:***

***My Best "Purchasing Phase" Idea to Execute:***

***My Best "Post-Purchase Phase" Idea to Execute:***

# Brainstorm Dump: Services To Delight...

*Offer solutions to their problems*

## Discovery Phase

*Warm welcome email*

*Welcoming reception call*

*Offer a Puppy Start Right Program*

*Include a FAQ page on my website*

*Share your before and afters*

*Share solutions to common problems on your social media*

*Provide a puppy introduction*

*Listen and empathize*

*Provide a meet and greet*

*Educate the client with an email-example how to brush their dog*

*Walk in their shoes with no judgement*

*Send a fun email to their dog or cat*

*Share reviews*

*Offer a cat/dog treat*

## Purchasing Phase

*Efficiently/ quickly complete transaction and return pet*

*Welcoming reception when they come and leave the building*

*Offer a coffee or water while client waits.*

*Provide a picture corner*

*Thank them for trusting you and sharing their pet*

*Include upcoming appointments on their receipts*

*Make them feel their pet was the best part of your day!*

*Say goodbye to the pet and owner by name*

*Share a fun story about their pet's experience*

*Demonstrate brushing techniques*

*Offer to help them to their car if they have a big dog or if they have more than one dog to manage*

*Provide at-home solutions for their problems-educate*

*Smile, laugh and show your passion*

*Send Thank You email*

## Post-Purchase Phase

*Monthly newsletter*

*Offer a Referral discount for next groom*

*Send email- one week after groom on how to maintain their pets coat between pro-grooms*

*Send a survey and ask for input- pet gets a extra treat next groom!*

*Celebrate pet of the month/ client of the month*

*Share images of their pet on social media*

*Create special events- example  
Santa Pictures*

*Be a part of the community by providing community services*

*Concerns? Check-in with client post groom - show you care*

*Create fun contests*

*Make them feel they are part of something bigger- a family!*

*Keep them informed on new services etc. via email newsletters*

*Share what happens in the background of your business*

# Resources

## Email

Mail Chimp: FREE - under 1000 customers

Constant Contact: \$17/month for up to 500 customers

## Gather Feedback & Survey Customers

Google Forms: Free with a Google Account

SurveyMonkey – Free online survey creation tool.

## Social Media Management

Hootsuite – Social media management and scheduling software.

Buffer- For individuals and businesses getting started with social media.

CoSchedule: The forever-FREE marketing calendar to see everything in one place.

## Designing

Canva: is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

