



1. Communicating and Justifying Price Increases

Raising prices requires clear communication and a strong justification for your clients. Use the following prompts to help you articulate the added value that justifies your new pricing:

What improvements have you made to your services that increase their value?

(e.g., Better products, advanced training, enhanced client experience)

How will these improvements benefit your clients and their pets?

(e.g., Healthier coat, more personalized care, longer-lasting results)

How can you clearly and transparently communicate these benefits to your clients?

(e.g., Written notice, one-on-one conversations, social media updates)

What timeline will you use to inform your clients about the price increase?

(e.g., 30 days' notice with reminders leading up to the change)





2. Enhancing Client Experience to Retain Loyalty

To ensure your clients feel the added value, focus on enhancing their experience at every touchpoint. Answer the following questions to identify areas for improvement:

How can you improve the booking process for your clients?

(e.g., Online booking, easier scheduling, personalized confirmations)

What small, thoughtful gestures can you add to your services to exceed client expectations?

(e.g., Complimentary add-ons, personalized thank-you notes, loyalty rewards)

How can you make the follow-up process more engaging and valuable for your clients?

(e.g., Post-grooming tips, follow-up calls, exclusive offers for repeat clients)

What feedback have you received from clients that could help you refine their experience?

(e.g., Areas of improvement, suggestions for new services, preferred communication methods)





3. Building a Purpose-Driven Brand for Long-Term Success

A purpose-driven brand not only retains loyal clients but also attracts new ones who align with your values. Reflect on the following prompts to define your brand's purpose:

What cause or value aligns with your business and resonates with your clients?

(e.g., Animal welfare, sustainability, community involvement)

How can you integrate this purpose into your daily operations and client interactions?

(e.g., Donations, eco-friendly products, supporting local initiatives)

What is the story behind your brand's purpose, and how can you share it with your clients?

(e.g., Social media campaigns, website story page, in-salon displays)

How can aligning with a purpose enhance your brand's reputation and client loyalty?

(e.g., Strengthened client relationships, increased referrals, attracting like-minded clients)





4. Creating Your Profit Picture

*Understanding your numbers is crucial to developing a profitable business.
Use these questions to clarify your financial goals and profit plan:*

What are your specific financial goals for the next year?

(e.g., Revenue targets, profit margins, cost reductions)

How much will your price increase contribute to these goals?

(e.g., Projected additional income, percentage of growth)

What are your current expenses, and how can you manage or reduce them?

(e.g., overhead)

What products or services generate the most profit, and how can you focus on them?

(e.g., High-margin services, popular products, upsell opportunities)





5. Identifying Your Ideal Client

Understanding your Ideal Client Avatar (ICA) is key to crafting services and experiences that resonate. Answer the following questions to define your ICA:

Who are your ideal clients?

(e.g., Demographics, pet owner types, lifestyle)

What are their biggest challenges or pain points related to pet grooming?

(e.g., Matted fur, anxiety during grooming, finding reliable groomers)

How can your services solve these challenges and exceed their expectations?

(e.g., Specialized treatments, calming techniques, personalized service)

What values do your ideal clients hold that align with your brand's purpose?

(e.g., Commitment to pet care, eco-consciousness, support for local businesses)





6. Building a Premium Brand Position

To charge premium prices, your brand and services must reflect exceptional value. Consider the following when positioning your brand

What makes your services unique and worth the premium price?

(e.g., Specialized skills, premium products, exceptional client care)

How can you enhance your brand's visual identity to reflect its premium status?

(e.g., Brand grooming attire, professional looking website, social media)

What additional value can you offer instead of discounts?

(e.g., Specialized treatments, calming techniques, personalized service)

What values do your ideal clients hold that align with your brand's purpose?

(e.g., Exclusive services, limited-time offers, premium loyalty programs)

