

**101 Ways  
To Have  
More People  
In Your  
Dog Training Classes  
Without  
Increasing Your Advertising Budget!**

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### **The First Law Of Advertising:**

People pay for what they want, and not what they need.

So - we know they need to learn new skills, change their behaviour, make time for practise, and to develop perseverance, patience, flexibility and character as well.

You put that in an ad, and people will run a mile!

What they want is to go to you for one hour, you wave a magic wand, and all the problems will be gone.

You put that in an ad, and people'll take you to court!

Therefore:

Focus on what they will have achieved once they've completed the course of lessons IF THEY HAD DONE WHAT YOU ADVISED.

### **The Second Law Of Advertising**

Jane Doe, W.I.I.F.M. (What's in it for me?)

People don't give a damn about you if you are a complete stranger to them. So replace any words like "I" and "us" and "we" with "you" and "your dog", giving them a clear personal guide as to the benefits they will accrue from paying you their hard earned cash.

(When they're already with you and you advertise something internally to them, you of course may use "we" and "us" liberally, because that now includes them).

### **The Third Law Of Advertising**

An advert can never be too long or too specific, ONLY TOO BORING.

### **The Fourth Law Of Advertising**

Never sell a bicycle to a legless man. Which means - find out what the client requires, and if you can have what they need, go hell for leather in explaining all the reasons why they should book in with you rather than your competitors. But if you don't, tell them fair and square and then help them find it elsewhere. The good will this generates is amazing.

### **The Fifth Law Of Advertising**

Know Your Product!

Yes, I know you know why it's so beneficial to go to your particular dog training class, but others don't. If you really want to get to know why it's good to come to you, stop now, get a sheet of paper, and list every single benefit a client and his or her dog will receive by coming to you. Head your piece of paper with the words: Your dog will ... and then fill in as much as you can think of. Do another starting with You will ... (feel more confident, have less hassle, become a great dog trainer, whatever). If you deal with a lot of family dogs, do one starting with The members of your family will ... If you do it properly, it'll blow your mind and you'll start asking yourself seriously why you've been so reticent and blushing bride shy in your ads up until now!

### **The Sixth Law Of Advertising**

Only The Market Knows The Price.

Pricing your services is one of the trickiest things. In general, if you charge about the same as the local adult education classes, you get few price objections. If your service is premium and considerably better than that of your competitors, it should be reflected in the price. For example, if dogs get trained to their owners satisfaction in your classes twice as fast as anywhere else, you can charge twice as much. Undercutting the competition only works in conjunction with a major advertising campaign telling the customers about it, thus reducing the benefits. A premium price can also be charged if you offer extra or

bonus services (such as printed course notes, special outings, guest speakers, or events) which makes a higher price acceptable.

### **The Seventh Law Of Advertising**

No-one knows what will work!

You need to test and test and test your advertising. You simply cannot predict what will work and what won't - trust me, I found out the hard way! You need to test your ads first in a small way - local newspapers, for example - and when you've found one that really gets the phones ringing, try it in a national dog magazine, for example - and then remember to ask everyone how they found out about you so you will actually know if it was worth doing. Amazingly, people go on for years buying bad advertising and placing bad ads and actually subsidise these with their other earnings without ever checking!

### **How To Get The Phone To Ring**

#### **Space Ads**

1. Bigger ads pull better than smaller ones, and a small boxed ad pulls better than a long classified one - but always test your advertisements, keep records of how many phone calls came in from a specific ad, and if it doesn't pay it's way, it's gotta go and be replaced with something else.

2. Ads get tired - the very longest you can run the same ad without the response dropping is about 6 months. One ad will speak to one particular group of people - if you want to cast your net wider, change it often, stressing the various different benefits of your particular service.

3 Look at the publication you're advertising in and find out what kind of people you're speaking to before addressing their particular problems in your advertising.

4 Make every single word count in your ad. *The Famous Northern and North Western Dog Obedience Training and Caninine Behavioural Advisory Centre For Beloved Companion Animals* is a criminal waste

of space - who cares?

5 Make your ads exciting. "Dog Training Every Wednesday And Thursday Afternoon" used to be alright in the days when there was only a single club - but now we're competing against many other trainers and clubs in an area. Get That Dog Trained - Phone xxx Now! is cheaper and far more effective. (I don't suggest you try that particular phrasing, it's the short, punchy statement feel I'm after).

6 Practise the art of becoming absolutely immune to what the other trainers in your area think about you or say about you. It's your clients that count - if the other trainers feel your ads are "over the top" - boo hoo I'd say! It's not as though they are going to fill your venues and pay your bills, is it!

7 Don't try to be cute, twee or funny. It's been extensively tested and it doesn't pull compared to a straightforward, exciting ad that lists benefits for the customer.

### **Other Publications**

8 Free advertising can be had or negotiated in return for, say, a free lecture or article on dog care or training or a visit with a dog from:

9 Parish Magazines

10 Group Newsletters

11 Boy Scouts & Girl Guides

12 Ramblers

13 Friends of the Local Hospital

14 The Woman's Institute

15 Dog Rescue Centres

16 Horse and Pony Rescue Centres

17 Breed Newsletters

18 Businesses you deal with and who produce newsletters

19 Schools

20 You can get dead cheap advertising targeted directly in the area

your classes are held by simply taking over the blank backs of hand outs schools (infant, junior, nursery etc), colleges and adult education colleges hand out - they're only too pleased to have a little something towards their horrendous photocopying budgets, and things that come from schools are always accepted as being somewhat official.

## **Posters**

21 Take some time to re-design your main advertising posters so they look smart, professional, exciting and tell people clearly that they should ring you NOW.

22 Coloured Posters pull better.

23 On posters, a picture of a dog attracts attention but be careful! If you choose a Rottweiler, Poodle owners won't ring and vice versa. Test the picture by showing it to your lowest class and asking for comments before committing yourself to a whole run of them.

24 Posters printed on or glued onto stiff card last much longer.

25 Laminated posters last even longer - and are great for damp places or out door display.

26 Have A4 or even larger posters for where there's space, and smaller A5 posters where space is more limited. Always carry everything in your car.

27 Have more than one telephone number - especially if you canvass a larger area, make sure one of the numbers is local.

28 Once a month, take one morning and make the rounds to all your local vets to make sure your poster is still there, that it's in good nick and no-one has stolen all your pins but one, leaving it hanging limply and sadly. Carry pins with you and replacement posters.

29 Position your poster on the right hand side of the notice board, and slightly above eye line - even if you have to re-arrange the whole notice board to do it. Twice as many people will notice.

Places for posters:

30 Gardening Centres

- 31 Vets
- 32 Grooming Parlours
- 33 Animal Feed Merchants
- 34 Riding Schools
- 35 Equestrian Centres
- 36 Pet Shops
- 37 New Age Shops (they all have pets!)
- 38 Adult Education Centres
- 39 Health Centres
- 40 Doctor's Surgeries
- 41 Church Notice Boards
- 42 In Your Venues (can you believe there's people who don't put a poster up in their own venue??)
- 43 Community Centres
- 44 YMCA's and YWCA's
- 45 Church Halls
- 46 Shopping Centre Notice Boards

### **Cards & Business Cards**

By Cards I mean post card sized portable ads.

47 Look at the cards you're currently placing. Are they clear, exciting, professional? Using colour? Telling people what to do? If not, re-design them as soon as possible.

48 Whenever you finish a class, ask them if they enjoyed themselves, if the class was valuable to them. Then ask if they thought not more people should learn how to control their dogs. Then give everyone a card to place in their local post office or corner shop or pub or club notice board. People like to be involved if they feel something is valuable and enjoyable, and they will actively help you - but you've got to ask them!

49 Remember to do this with every starters class you have.

50 Many supermarkets and pet food hypermarkets have notice boards. Some won't allow commercial advertising, so this is what you do: Hand write the following "Unused Gift - Set of Dog Training Lessons at local Top Dog Training School - sadly can't attend because of business commitments - cost £35 for eight weeks, will accept £30, starts Monday, October 6th." and a handy assistant's telephone number, who sadly tells them sorry it's gone but do you want the telephone number of the dog training school direct?

### **Business Cards**

51 Make sure you have one and that it complies with all the same requirements that hold for posters and all advertising - ie it's professional, clear, tells people what to do.

52 Look upon your business card as more than just a bit of paper with your name on, but as a mini ad that may be passed from hand to hand.

53 Give them out freely and everywhere you go!

54 Leave large stacks of them wherever you can near the posters you've put up.

55 Have some special ones laminated for long term use such as in Vet's surgeries and pet shops - this prevents them being used for scrap paper because you can't write on them!

### **Flyers**

56 Flyers are pieces of paper of either A4 or more usually, A5 size. I've just ordered 5000 and they cost me £29 incl. VAT and postage - you'll see ads for this in your local paper.

57 Flyers can be sent by mail with your application form as an added listing of your benefits.

58 Because of their low cost, you can leave hundreds of them at dog shows and just about everywhere else you can leave flyers for people who might own dogs.



59 I had a riot on my hands when I sent a bunch of assistants to put flyers under the windscreens of cars parked outside a rival club - not cricket, I suppose, but that club's been history now for a few good years and my conscience isn't only clear, it's jubilant because of what they were doing to the dogs in there (see 86). By the way, that isn't illegal - go for it if you've got the nerve!

### **Other Ways Of Virtually Free Advertising**

60 Have you got the name of your dog training school, and the reason why people should come to you, and your phone number professionally painted on your car yet, and if not why not? Are you worried people might find out what it is that you do?? NB If you're driving a badly banged up jallopy, ignore this piece of advice!

61 Make a sandwich board, using a pasting table as the basis, which you put out whenever you are holding a training class anywhere. Remember to keep any wording brief and use massive letters so people can see it from their cars. One of our furthest and most in the stick venues was saved by this tactic alone from being closed due to lack of support.

62 If you do dog behaviour counselling, have a big sign saying "Dog Problem Specialist On Call" that you place in the windscreen.

63 This same tactic also works tremendously well to advertise yourself at ASDA, TESCO or wherever you go. All you need is a BIG Custom Made piece of card board with a poster stuck onto it - I am not talking about one of these sad little bits of paper stuck to the rear passenger window with Sellotape.

64 Yes, you've guessed it - I have parked a car with a special message near competitors venues ... (see 86)

### **Advertising Deals**

65 You can strike deals with about everyone else who is earning a living from dog owners by co-operating. For this to be a success in the long term, do not strike deals with people or businesses which don't

give quality service or products.

Examples:

66 You give out a grooming parlour ad with a voucher for 10% off to everyone whose dog needs a haircut and in return they give out a similar deal to all their clients.

This basic model works with:

67 Pet shops - choose a big, busy one over a teensy one, else it won't be worth your while.

68 Animal Aunts type dog sitter services

69 Dog Walkers

70 Boarding Kennels

71 Pet Insurance People

72 Small local food manufacturers (there still are some left!)

73 Anyone who manufactures anything to do with dogs in your area (look at the ads in the canine magazines and newspapers for such people, they're usually quite small family run businesses who will be happy to co-operate).

74 Vets (oh yes! They too need to get people through the door!)

75 Nutritionists and Holistic Practitioners

76 Dog Food Delivery Franchisees (in the little vans)

77 Another kind of advertising deal involves any dog shows or special events you organise - offer free trade stands or stands at a reduced rate to those who advertise you in return - a great bargaining chip.

78 Whenever you see a flyer, brochure or anything of that nature which has nothing on the back, you're looking at cheap wasted advertising space! Call them up and offer a bit of money or some help in return for your ad in that wasted place - it's the easiest and cheapest way to get your name posted to every house in the district, or included as an insert with your local newspaper.

79 A cooperative advertising effort we do is to sell booklets on dog behaviour to obedience instructors at the near cost price of £1.75

including Postage and Packing. These are printed to order and are personalised to carry advertising for that particular club, and they also carry advertising for our other books. What makes this particular deal so irresistible to instructors is that the booklet sells for £3 - so they make £1.25 on each one, can rest assured that the booklets have good advice in them, save time explaining basic stuff over and over, have their advertising out there, and in the end, if they set off the booklets as an advertising expense, pay absolutely nothing for them! A three way win - good for us, good for the clients, and good for the instructors. That's the kind of thing you're looking for - if someone loses out even slightly, the whole thing probably won't work in the long run.

80 Following from that, when you're doing deals or trying to get someone to put up a poster for you, you have got to have some convincing answers to the questions Why should I bother? and What's in it for me?

So, what's so good about what you do that would convince the receptionist in a doctor's office or holistic health centre to permit you to put up a poster about dog training?

Once again, know your product. Look at all the benefits possible from all possible angles - in our example above, dog training helps prevent sweet little children from being mauled. I don't want to sound too sarcastic, but when I ran that one by a very negative and unfriendly doctor's receptionist, it was as though the sun had come out of the clouds - and the poster, flyers and business cards came out of the bag!

### **Soliciting Referrals**

81 It's unbelievable but it's also true that most people don't think of recommending you unless you specifically invite them to. They either think you're too busy already, or they don't think at all, which is more often the case! You don't have to whinge or weasel or beg for referrals - simply tell everyone who is pleased with your service to make sure they tell others about this training school.

82 If you cannot bring it over your lips yet, give them the cards and write down what you cannot say without sinking into the ground!

83 A trick that was pioneered by the APBC when it first tried to get referrals from vets was to ask owners of problem dogs who their vet was, then send the vet a letter which basically thanked them for the referral (which they never made) and give a brief description of how the problem was overcome. The vet will remember that, especially if they get quite a few over a period of months. Mark the envelope "Private and Confidential". I am still getting referrals from vets who've never met me after running that little scheme briefly 8 years ago.

84 Sometimes you can offer a kind of head hunting fee for referrals. If you give someone 10% for each person who books in with you, after the first cheque they receive from you, they'll be sending them in droves.

85 Once again, also make sure that if there was someone who referred a client to you, that client gets in touch and tells them how pleased they were with your service.

### **Competitors**

86 There's two kinds of other dog training providers where you are - there's the "not as good as me, of course" type and the "they ought to be shot" type. This second variety you may make mince meat out of with your superior marketing and superior classes if you desire and thereby make the world a better place.

The first type should be looked upon as a fellow professional who are also doing their best and with whom you should co-operate for everyone's benefit.

87 Take the scary step of ringing up your nearest fellow professional, swallowing all nonsense and talk with them. There are many ways in which you can help each other, for example by cross-referring. As there is so much suspicion about, you might have to take the first step and start the process.

88 For example, if your class starts in 7 weeks time and you get someone who's desperate, sending them to the competitor creates all kinds of good vibes - and you would have lost them anyway because they wouldn't have waited that long!

Once you've send them a few people, they'll start sending some back - there's a lot to be said for give and take.

89 Similarly, if someone cannot make your dates, refer them on, and also if they would find the competitor's locations more convenient, or be more suitable candidates for them than for you. You might be dubious, but in our fairly small town there are three professional dog trainers who all co-operate in that way, support each others special events, send their assistants to learn from each other. They all end up making more money each in a more friendly and relaxed environment - and the clients benefit dramatically.

90 Finding fellow professionals who are not direct competitors can be an interesting exercise in cross referral and combined marketing. To help a local person start her agility classes. I found a gun dog trainer, a general obedience club, and a private trainer who shared an advertising campaign which was succesful all around and cost very little indeed.

### **Free Advertising In the Media**

91 The easiest free advertising is in the form of press releases - amazingly, an editor's worst nightmare is to have a blank space in their publication!

92 Making a press release is dead easy - address it to the news desk, write press release in big letters, and then tell them something that makes their little hearts beat faster.

93 The more exciting, unusual or topical, the more chance they'll either print it, or even better, send someone round with a camera and do a big story about it.

94 Radio stations also have a news desk, and the same applies (bar the camera in this case).

95 Local TV stations are often woefully short of news stories - if you didn't realise so far, just think of some of the rubbish they have to resort to, along the lines of "cat stuck up a tree", "Frogs spawn more than usual" etc! That's the sort of thing you have to compete with to get on TV!!

96 Always put on your press release - expert available for interviews and - in case of radio - would be happy to do a live call in on (a particular aspect of dog training, such as barking when left, aggression, or whatever your favourite topic might be).

97 When live on radio or TV, don't plug your club or yourself. The interviewer will give you a chance to tell by asking. Use the rule - how can you benefit the TV or radio station and it's viewers/listeners? If you take that tack, they'll like you, reward you with plugging you for free, and most likely have you back again.

98 Learn to create media events. Look to the kind of thing politicians get up to - think of it from the point of view of the TV or magazine/newspaper/radio. For example, we once had twin little girls with twin bichon pups in a puppy training class. That brought three newspapers, 2 magazines, an international press agency (!!!) and the local TV station running to our door - because it would make a pretty picture. Similarly, a friend of mine recently organised a training with livestock day (livestock being a couple of chickens, two sheep and a pony on a local small holding). Apart from the telephone nearly exploding with calls and 35 people paying £5 each so their puppies could meet the animals, once again the local press just loved it and printed a whole page of pure advertising and lots of pretty pictures for my friend.

99 You cannot buy this kind of positive publicity, because any reporting seems impartial and people still believe what they read in the paper. Putting your thinking cap on and actively looking out for what would make a good picture - and this could be as simple as a Yorkie clearing an agility jump - can get you thousands of pounds worth of advertising for the price of an envelope and a postage stamp.

100 Make sure you're listed in whatever Activity or Community listing you can get in for free. Once again, lots of local papers, radio stations and TV stations will probably give you a free mention if you just bother to write to them and tell them when your next lot of courses are starting.

## **Converting Phone Calls Into Paying Clients**

101 Keep a giant bound Minutes Records type book by your telephone and record all your conversations - time, who, what it was about, dog's name breed and age, and any other information that might come up and prove handy - and you'll never have to hunt for "that piece of paper" again.

102 Stand up when you answer the phone and smile before you speak. Test shows that people pick it up from your voice unconsciously and are more likely to trust someone if they're standing whilst on the phone (?!). Bear this in mind for radio interviews also, by the way.

103 Train people in your home to take down details of enquiries in a professional and friendly way. Three year olds lisping "mummy in the bath", or grumpy husbands going, "Oh it's my wife that does that dog training stuff and she's gone out to a hen night" lack that professional feel! Something even most teenagers manage to remember is along the lines of: "You'll want to speak to the course instructor, Sheila Miller. May I take your number so she can call you back? What would be a good time for you?"

104 Unless you have a sensible person to answer the phone when you're out, you're probably better off with an answerphone.

105 If you have an answerphone, make sure your message is clear, that you have a decent machine, and that you sound professional yet friendly and inviting. To hear a really super answerphone message, call Fran Griffin's answerphone on 01908 666485 (current to October 1997) - it's about the best one I've heard from a dog trainer.

106 Check your answerphone messages once a week by phoning yourself - often bits can get erased or cut off and it sounds awful - and you're left wondering why there's so few messages.

107 Answerphone messages cannot be too long - ONLY TOO BORING!!

108 If you're really serious, get a mobile and have BT re-route your calls to you. If you don't take the call, it goes to the answerphone

instead. This kind of thing is income tax deductible.

109 Always ask the dog's name as soon as possible into the conversation and then use it as in "Fido will be learning how to etc. etc. etc." This creates a clear future image for the owner.

110 A great way of getting people to come to you is to ask them what the problem is, or what they want from the class. Hardly anyone ever does - they usually start rambling on how good "they" are! Once you know what specifically they want, you can tell them specifically how you are going to help them.

111 Book keen people in there and then don't keep them waiting for any application forms. Tell them to send a cheque right away - don't ever turn good money away!

112 People who are nervous and unsure are very relieved when you offer to send them some further information in the mail.

113 You are much more worried about quoting prices to your customers than they are hearing about them. Don't quote your price until you've had a chance to tell them about the benefits of coming to you, then always go for the "just £x for x weeks" phrase.

114 People who balk at that price can benefit from the line, "We have special arrangements for very poor people and those on state benefits. Would you like me to send you the relevant form?" If they really are poor, I'm sure you'll sort something out for them.

115 Never book in people who you suspect you cannot help - refer them and they will be grateful and recommend you to others.

116 Never book in people whose attitude you hate - refer them to someone in your area whose attitude you also hate - they'll probably be a match made in heaven!

117 When getting a client to commit themselves, remember to "close the sale" at some point, else you can either waffle on forever and get lost, or the person on the other end is left without clear instructions as what they have to do.

118 Use the line, "Are you ready to book (Fido) for the class, or are there any more things you would like to discuss first?" If they're ready



they will then book in, if there are any further objections, you get to hear them and can deal with them there and then.

119 In regular classes an objection that comes up a lot is someone working shifts and having to miss some of the classes. Use the line: "Don't worry, this happens a lot. What we do is have an assistant personally take you through the most important exercises so (Fido) can keep up with the rest of the class."

120 A trick John Fisher used to use was to ask, "Who referred you to us?" knowing full well that they were most likely to have called from a classified ad! This helps you test your advertising and target your resources (by this method I learned that in a year a £256 Yellow Page ad brought in one enquiry whether I had Rottweilers for sale for export to South Africa, a call from a bored dog breeder on a stop-over at Heathrow, and one lady who lived about 60 miles away!). With that money I could have bought a classified ad for 12 weeks and have enough left over for 15 000 flyers. I wonder which would have brought more clients ...

### **Application Forms**

Many prefer to send out application forms so they have money coming in all the time, and more importantly, they know who to expect at the venue.

121 With the application form, you should send at very least a letter. If you do, re-read your letter now and ask yourself if it is as professionally presented, clear, specific as to the benefits people will get from coming to your classes, omits any I's and Us's in favour of You's and Your Dog's and makes you want to pick up a pen and start filling in right away. If not, it's time for a re-write.

122 A little scarcity scare never goes amiss. Make sure you have the words Book NOW to Avoid Disappointment on your letter and your application form as well, together with your maximum class size so "you and your dog can be sure of individual help and personal

attention".

123 Make sure you sign each letter properly and with a flourish in blue ink only. Tests have shown that small or weak looking signatures are a major stumbling block to building faith and that any colour other than blue for a signature leads to people thinking you're a weirdo.

124 On the booking form, have two spaces, one to list any problems the dog might have, and what it is they want most from the classes, phrased along the lines of What is most important to you that your dog should learn during this course? That's a clever little way of finding out how to really please this owner (by making jolly sure if they don't learn anything else, they'll learn how to do that!) and secondly of linking this achievement with booking in on your course in preference to anyone else's in your area.

125 If you are in a situation where you really need every single soul who raises their hand to send you a cheque asap, enclose a stamped addressed return envelope for the completed form and cheque. This return envelope must be addressed by typewriter or typewritten label, or at a pinch, with a rubber stamp, not handwritten, else they'll think you're desperate rather than just immensely courteous.

126 A little used trick in the UK is rather than just mail someone who enquired once, to mail them up to seven times! This might seem a little excessive for a dog class, but mailing them at least twice always lifts your return rate by a minimum of 20%.

126 On repeat mailing, send different letters stressing further benefits.

127 You might include a so called "lift letter" which is something someone else wrote in praise of your classes. It's most effective if someone either well known, or from a respected profession, signs the lift letter with their full name.

This is easier to do than you think - go through all your existing satisfied clients and find a doctor, or a judge, a vet or a university professor. Failing that, just a wholehearted approval by an ordinary but very enthusiastic member of your class can do as well and can raise response as much as 50%.

128 Always include PS's in both your lift letters and cover letters, giving one last overwhelming reason why they should come to you. In tests, people read PS's first and remember them better than everything else they've read.

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I trust you've found this little journey through basic advertising strategies at break neck speed both fun and helpful. If you do everything listed here, you simply can't help getting more people into your classes.

Whether they're going to stay, however, and with their achievements make your reputation in the long run, is up to your dedication, investment in on-going learning, and your commitment to excellence.

Live long, train well & prosper!

Silvia Hartmann-Kent

PS: You might have noticed that there were 27 more ways to get clients to come to your classes than were promised in the title of this

special report.

The reason for this is that I know if you make that extra effort and give your customers even more than you've promised in your advertising, they're so much more likely to come back for more.

And that's the Eighth Law Of Advertising!

### **Internet Advertising**

This was written when there **was** no Internet.

It is questionable how useful Internet advertising is to a local school where people have to physically come along.

However, if you have a website, why not make the most of it?

So here's a few quick tips on Internet advertising:

1. If you're a local business, be sure to be listed in all the local listings your council, county, city, trade organisation does provide.
2. Do a search on "dogtraining in Smallville" and see what turns up. Chances are you will get directory listings that you can join, too.
3. Join free Pet Banner link exchanges. This is more useful if you're intent on becoming a world wide lecturer at some time to start building name awareness than actually getting customers for your afternoon classes starting next week that way.
4. Write articles and how to's, put them on your site and then mail alt. newsgroups with the good news.
5. Make contact with other local businesses and get cross links on their sites. I'm thinking particularly your referring Veterinary Surgeon and local pet store, if they have a site.
6. Make sure that your pages state clearly the address of your venues in the real world in every variation and local convention. People do searches by region.

7. Also make sure you have a whole range of variations on the theme of “dog training in Smallville” such as Smallville dog training, behavior Smallville, dog help Smallville and so on and so forth.
8. Make a habit of knowing all the relevant yahoo, topica and listbot groups pertaining to dog training, especially the ones for newbies.
9. Use your site for a full colour amazing catalogue you can refer people to during radio interviews or just on the street. Thus:
10. Have pictures and maps of your venues on your site, lots and lots of pictures of happy dog owners, testimonials, prices, EVERYTHING. Would be nice if people could **pay** for your classes with their credit cards or paypal, too, in advance.
11. Encourage your best students to write into your guestbook. That is a very cool convincer for newcomers, indeed. Even if you have to go so far as to throw a dog party at your house and have them use your own computer to do it!
12. Make sure that everyone in your class who has any kind of web presence makes a link to your site. Link popularity counts a lot with search engines.
13. Remember to put your site address on your business cards, stationary and absolutely every piece of advertising you produce. There are more and more people on the web these days, it is worth doing for the sake of a little line extra.
14. USE your site to give indepth information about yourself, your methods, your own dogs, your classes, your assistants – everything.
15. In this way, you can make it into a community event. People WILL tell all their friends “Oooh there’s a picture of me and Fido on the Net!!” and pass the address along. The more you can do this, the more visitors you will receive and the more people will get to hear about you.
16. USE your site for press releases, press information, and also to collect these kinds of things to build up a portfolio. Someone comes and looks at that **online catalogue** and they are well impressed; takes all the persuading out of it when they get in touch

with you.

17. Make sure you have a mailing list, no matter how rudimentary.
18. Have your contact details on every single page of your site – phone and mobile and it looks good if there's more than one number, so put an assistant's number on it too.
19. Keep your site up to date and clean.
20. Invest in a decent domain name and decent provider – no freebie spaces with annoying pop up ads, please. That is excruciatingly unprofessional.
21. If you don't have any decent traffic, do NOT put a page counter on your site or if you have to, re-set it manually once in a while.
22. Do NOT put a "last updated on ..." notice on your site. The day after you've updated it, it is out of date.

**Good Luck!**

## **Titles On Dog Training & Behaviour**

**By Silvia Anne Kent:**

- Overcoming Dog Behaviour Problems
- Your Dog & Your Baby
- Dynamic Dog Training
- Take The Class!
- The Harmony Program

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