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FAST, FOCUSED PROGRESS FOR PETPRENEURS
6 MONTH REVIEW ROADMAP



MARKETING IS...

TURNING CONVERSATIONS INTO ACTION



COMMUNICATIONS



CONVERSIONS > \$\$\$

MORE MARKETING = MORE MONEY

1. START MORE CONVERSATIONS

(blog, podcast, fb live, event, direct-mail)

2. GET MORE CONVERSIONS

(click, like, share, buy)

START MORE CONVERSATIONS

1. MESSAGE

(What are you trying to say?)

2. COMMUNICATIONS PIECES

(How are you saying it? What does it look & sound like? What strategy / voice / visual voice are you using?)

3. PLACE

(Where are you saying it?)



1. MESSAGE

a) Your Magic / Your Why < *your brand purpose*

b) Your Points of Differentiation

c) Your Origin Story

d) Success Stories < *other people's stories* #socialproof

2. COMMUNICATION PIECES

a) Brand Cool: Voice

b) Brand Cool: Visual Voice

c) Brand Cool: Experiences

d) Brand Cool: Artefacts

3. PLACE

a) Online

b) In-Person

c) By proxy (word of mouth) < *be memorable!*

GET MORE CONVERSIONS

- 1. TRUST / AUTHORITY**
Turns skepticism into desire
- 2. GREAT PRODUCT / SERVICE**
Backup that walk with talk
- 3. NO BRAINER DEAL**
Make it super easy to say yes



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1. TRUST / AUTHORITY

a) Do Good

b) Be Real < *walk you talk*

c) Find Happy / Be Nice < *build relationships*

d) Build a Brand

e) Build an Expert Platform < *be the 'go to' person*

1. GREAT PRODUCT / SERVICE

- a) Something people want and are willing to pay for
- b) Solve Problems / Provide Pleasures
- c) High Quality
- d) Consistency
- e) Surprise & Delight



3. NO BRAINER DEAL

- a) Easy-Yes Value < *at any price point*
- b) Extras
- c) Urgency
- d) Scarcity



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6 MONTH ROADMAP

*WITH A FOCUS FOR EACH MONTH



START MORE CONVERSATIONS

- 1. TIGHTEN UP YOUR MESSAGE**
- 2. CREATE YOUR COMMUNICATION PIECES**
- 3. DECIDE WHERE TO START CONVERSATIONS**

GET MORE CONVERSIONS

- 1. BUILD TRUST & AUTHORITY**
- 2. TIGHTEN UP YOUR PRODUCT / SERVICE**
- 3. PLAN YOUR 'EASY YES' PROMOTIONS**

YOUR 6 MONTH ROADMAP

On the following pages you'll find a total 6 month roadmap of how to maximize your revenue leading into, and throughout 4th Quarter to get you across the line with your 2018 goals!

START EARLY

You'll notice it's heavy on tasks in Aug/Sept - because it's likely that in Oct/Nov you'll be too busy 'delivering' to do much of anything else.

This is your chance to get ahead of the craziness and set yourself up for max success!

NEED HELP?

Both Nic and Jane have 1:1 time available (but only until Sept 1) - so if you think you want help with anything in the roadmap, just reach out.



EMAIL JANE
jane@workingwithdog.com



EMAIL NIC
hello@workingwithdog.com



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AUGUST PREPARE



KEY DATES / HOLIDAYS

AUGUST

● PET ● NON-PET

***Oh and just FYI, mercury is in retrograde July 26-Aug 19 #justsaying*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 DOGust Universal Birthday for Shelter Dogs	2	3	4	5 Friendship Day
6	7	8 International Cat Day	9 Book Lovers Day	10	11	12
13	14	15	16	17 Black Cat Appreciation Day	18	19
20	21	22 National Bring Your Cat to the Vet Day	23	24	25	26 National Dog Day Women's Equality Day (US)
27 Summer Bank Holiday (UK) ●	28	29	30 National Holistic Pet Day	31		

● Q&A: Aug 27 with Jane: 12pm PST / 3pm EST / 8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/348433556>

DO THIS FIRST CHECKLIST

1. **REVIEW YOUR 2018 GOALS** < *(see where you're at, and what the gap is)*

If you did the workbook from the 2018 Planning theme, go and have a look to see how you're doing on the Revenue, Personal and Growth goals you set. Use those to help guide some of your decision-making for your efforts for the remainder of the year.

If you haven't done that, don't worry - go have a look and set a revenue goal for the next 6 months:

<https://workingwithdog.com/2018-planning>

2. **COMPELLING EMAIL SIGN-UP ON YOUR WEBSITE**

<https://workingwithdog.com/email-marketing-basics/>

DO THIS FIRST CHECKLIST contd...

3. MAKE SURE YOUR WEBSITE IS EASY TO USE

It's super important that people are getting what they need from your website! You can start by taking the website audit and doing the most urgent things in that audit.

<https://workingwithdog.com/mddb-website-audit/>

See also:

<https://workingwithdog.com/web-101/>

<https://workingwithdog.com/findability/>

***Jane can help with this*

DO THIS FIRST CHECKLIST contd...

4. **PICK ONE SOCIAL PLATFORM TO FOCUS ON** < *(and schedule in advance)*

If you're creating content, plan to share it to many platforms, but pick one to focus on to build relationships and engage with followers.

<https://workingwithdog.com/use-top-5-social-networks-get-clients-pet-business/>

<https://workingwithdog.com/buffer/>

<https://workingwithdog.com/instagram-masterchat/>

***Jane can help with this*

DO THIS FIRST CHECKLIST contd...

5. **GET CLEAR ON YOUR MESSAGING** < *(3 points of differentiation + 1 WHY)*

<https://workingwithdog.com/branding-101/>

<https://workingwithdog.com/storytelling/>

<https://workingwithdog.com/secrets-to-ad-copy/>

***Nic can help with this, so can a copywriter*

6. **PICK 1-3 PAID WAYS TO DRIVE MORE TRAFFIC & SET A BUDGET**

<https://workingwithdog.com/create-ad-budget/>

<https://workingwithdog.com/advertising/>

<https://workingwithdog.com/facebook-ad-basics-list-building/>

***Jane can help with this*

MORE HELPFUL TASKS (to DIY or delegate)

Get your products ready: consider adding new/promo options to attract new customers

<https://workingwithdog.com/pet-product-development-101/>

Map out the publications/blogs/gift guides you'd like to be featured in

<https://workingwithdog.com/gift-guides/>

<https://workingwithdog.com/authority-101/>

Shoot, hire a photographer, or buy stock images as you'll need great photos

<https://stockpetphotography.com/>

<https://stockpetphotography.com/founding-members/>

<https://workingwithdog.com/photography/>

MORE HELPFUL TASKS (to DIY or delegate)

Grab template designs or hire a designer to craft your promotional materials

<https://creativemarket.com/?u=jnicholesmith/>

<https://workingwithdog.com/delegating-designer/>

Find admin help to scale with you over the next several months

<https://workingwithdog.com/delegation/>



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SEPTEMBER

START



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KEY DATES / HOLIDAYS

SEPTEMBER

● PET ● NON-PET

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Wilderness Month	Happy Cat Month	Responsible Dog Ownership Month	Animal Pain Awareness Month	National Service Dog Month	1	2
3 Labor Day (USA & Canada)	4	5	6	7	8	9
10 Rosh Hashana (Jewish)	11 Patriot's Day (USA)	12	13	14	15	16 Independence Day (Mexico)
17	18	19 Yom Kippur (Jewish)	20	21	22 Oktoberfest Begins	23 Fall / Spring Equinox
24	25	26	27	28	29	30

● Q&A: Sep 27 with Nic: 12pm PST / 3pm EST / 8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/249722167>

WANT TO HEAR NIC & JANE SPEAK?



PET SITTER WORLD CONFERENCE (PSI)

Sept 9-12
Myrtle Beach, SC



AAHA CONNEXITY CONFERENCE

Sept 13-16
Denver, CO



PATS SHOW 2018

Sept 23-24
Telford, UK

DO THIS FIRST CHECKLIST

1. PLAN 2-3 'EASY YES' PROMOTIONS FOR BETWEEN NOW & JAN 1

See September theme!

<https://workingwithdog.com/pet-business-sales-funnel-conversions/>

<https://workingwithdog.com/10-holiday-season-sales-tips/>

<https://workingwithdog.com/secret-getting-ideal-clients-actually-buy/>

You may need to create new products for the promotion:

<https://workingwithdog.com/pet-product-development-101/>

DO THIS FIRST CHECKLIST contd...

2. **CREATE A SYSTEM FOR COLLECTING REVIEWS & USE THEM IN YOUR SALES**

<https://workingwithdog.com/marketing-systems-feedback/>

3. **UNDERSTAND YOUR SALES FUNNEL & PLAN A HABIT OF STARTING CONVERSATIONS** (*content > email > social*)

<https://workingwithdog.com/content-marketing/>

<https://workingwithdog.com/multi-media-content/>

<https://workingwithdog.com/pet-business-sales-funnel/>

<https://workingwithdog.com/2018-planning/>

<https://workingwithdog.com/marketing-systems-leads/>

MORE HELPFUL TASKS (to DIY or delegate)

Get over the perfection monster. And GO!

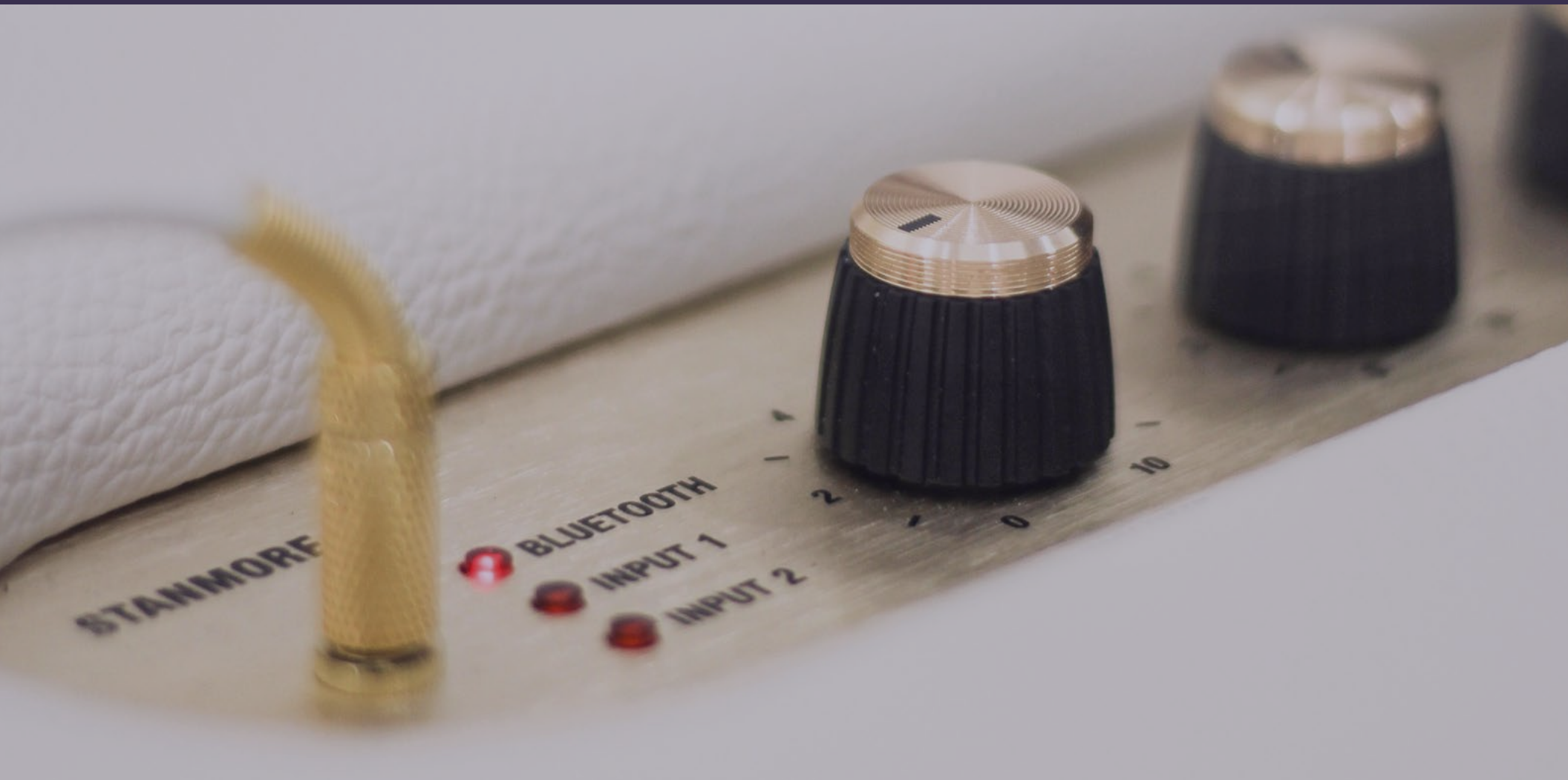
<https://workingwithdog.com/pet-product-development-getting-past-perfect/>

Prepare your product mix and communications for Holiday Sales

<https://workingwithdog.com/holiday/>



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OCTOBER RAMP-UP



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KEY DATES / HOLIDAYS

OCTOBER

● PET ● NON-PET

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 National Black Dog Day	2	3	4	5	6	7
8 (US) Columbus / Indigenous Peoples Day Thanksgiving (Canada)	9	10	11	12	13	14
15	16 Global Cat Day	17	18	19	20	21
22	23	24	25	26	27 National Pitbull Awareness Day	28 Daylight Savings Time Ends (UK)
29	30	31 Halloween	Adopt a Shelter Dog Month / Adopt a Dog Month	National Pet Wellness Month Breast Cancer Awareness Month	National Pitbull Awareness Month	National Animal Safety & Prevention Month

● Q&A: Oct 25 with Jane: 12pm PST / 3pm EST / 8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/405351556>

WANT TO ATTEND A CONFERENCE?

PET CONNECTIONS EXPO

Oct 2-3
Oaks, PA

ISBPA (Boarding / Petcare)

Oct 2-4
St Louis, MO

AVHMA (Holistic Vet)

Oct 4-7
Kissimmee, FL

WILD WEST VETERINARY CONF

Oct 3-7
Reno, NV

ACVC

Oct 8-11
Atlantic City, NJ

ASSOC. PROF. DOG TRAINERS (APDT)

Oct 17-20
Memphis, TN

DO THIS FIRST CHECKLIST

1. FINISH PLANNING & PREP FOR BLACK FRIDAY / CYBER MONDAY

See October theme!

2. START MORE CONVERSATIONS - INCREASE CONSISTENCY!

Content > Email > Social

<https://workingwithdog.com/content-marketing/>

<https://workingwithdog.com/multi-media-content/>

<https://workingwithdog.com/pet-business-sales-funnel/>

<https://workingwithdog.com/2018-planning/>

<https://workingwithdog.com/marketing-systems-leads/>

DO THIS FIRST CHECKLIST contd...

3. KEEP WORKING ON UNFINISHED TASK FROM AUGUST & SEPTEMBER

Keep going you're nearly there!

4. ARE YOU GIFT-FRIENDLY?

Make sure you've got gift-friendly products available for purchase on your website! (see #3)

<https://workingwithdog.com/10-holiday-season-sales-tips/>

5. PEEK AT YOUR DATA

**Look at your website, Google Analytics, Facebook ads, social media insights, adwords etc. What's working? Do more of that!

** *Jane can help you with this*



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NOVEMBER
DELIVER



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KEY PROMOTION DAYS

KEY DATES / HOLIDAYS

NOVEMBER

● PET ● NON-PET

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Adopt a Senior Pet Month	National Senior Pet Month		1 National Cook For Your Pets Day	2 Dia del Los Muertos (Mexico)	3	4 Daylight Saving Time Ends (US)
5	6	7 Diwali (Hindu)	8	9	10	11 Veterans Day (US) Remembrance Sunday (UK)
12	13 World Kindness Day	14	15	16	17	18
19	20	21	22 Thanksgiving Day (US)	23 Black Friday	24 Small Business Saturday	25
26 Cyber Monday	27 Giving Tuesday	28	29 ●	30	Pet Diabetes Month	National Pet Cancer Awareness Month

● Q&A: Nov 29 with Nic: 12pm PST / 3pm EST / 8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/148253838>

WANT TO ATTEND A CONFERENCE?

NEW YORK VET

Nov 2-4
New York City, NY

RAW & NATURAL DOG SUMMIT

Nov 2-4
Chicago, IL

DO THIS FIRST CHECKLIST

1. BEGIN BLACK FRIDAY PROMO TEASING

In the first week or so of November, it's time to start building anticipation by dropping hints about what you've got coming up.

2. SHIPPING/CLOSE DATES FOR HOLIDAY ORDERS/SALES

People need to know early and be reminded fairly often of last days to order/buy. It may be worth putting this information on the contact page or in the header of your social media for a while.

3. DELIVER!

It's likely that you're going to be very busy, keep up the good work, and remember to keep collecting feedback from happy customers, and share it as often as possible on your social media channels during this busy buying season

4. BE SURE TO KEEP AN EYE OUT FOR OUR BLACK FRIDAY SPECIALS

You might be able to save some dough on your membership, or get some awesome bonuses :)

Learn or Review:

The November Working with Dog Theme



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DECEMBER

WRAP-UP



KEY DATES / HOLIDAYS

DECEMBER

● PET ● NON-PET

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31 New Year's Eve	National Cat Lovers Month				1	2 National Mutt Day
3 Hanukkah/ Chanukah Starts (Jewish)	4	5	6	7 Pearl Harbour Remembrance Day (US)	8	9
10 Hanukkah/ Chanukah Ends (Jewish)	11	12	13	14	15	16
17	18	19	20	21 Winter / Summer Solstice	22	23
24 Christmas Eve (Christian)	25 Christmas Day (Christian)	26 Boxing Day (Christian) Kwanzaa (to Jan 1)	27	28	29	30

● Q&A: Dec 27 with Nic+Jane: 12pm PST/3pm EST/8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/411940498>

DO THIS FIRST CHECKLIST

1. CLOSE STRONG ON HOLIDAY SALES!

Keep going with your promotions and don't forget to remind people of them on a regular basis

2. TAKE CARE OF YOURSELF

<https://workingwithdog.com/self-care-101/>

3. WRAP-UP PROGRESS AND METRICS

Look at numbers AND thoughts and feelings. This will help you prepare for your 2019 planning

4. BE SURE TO KEEP AN EYE OUT FOR OUR BLACK FRIDAY SPECIALS

<https://workingwithdog.com/2017-review/>

Learn or Review:

The December Working with Dog Theme



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JANUARY PLANNING



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KEY DATES / HOLIDAYS

JANUARY

● PET ● NON-PET

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 New Year's Day	2	3	4	5	6
7	8	9	10	11	12 Working With Dog P4 Luxe Retreat (Mexico)	13 Working With Dog P4 Luxe Retreat (Mexico)
14 Working With Dog P4 Luxe Retreat (Mexico)	15 Working With Dog P4 Luxe Retreat (Mexico)	16 Working With Dog P4 Luxe Retreat (Mexico)	17 Working With Dog P4 Luxe Retreat (Mexico)	18 Working With Dog P4 Luxe Retreat (Mexico)	19 Working With Dog P4 Luxe Retreat VIP (Mexico)	20 Working With Dog P4 Luxe Retreat VIP (Mexico)
21 Working With Dog P4 Luxe Retreat VIP (Mexico)	22	23	24	25	26	27
28	29	30	31 ●	National Train Your Dog Month	Walk Your Pet Month	Unchain a Dog Month

● Q&A: Jan 31 with Jane: 12pm PST/3pm EST/8pm UK Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/626292503>

DO THIS FIRST CHECKLIST

1. 2019 PLANNING

If you want a jumpstart on 2019 planning, check out the 2018 Planning Workbook

<https://workingwithdog.com/2018-planning>



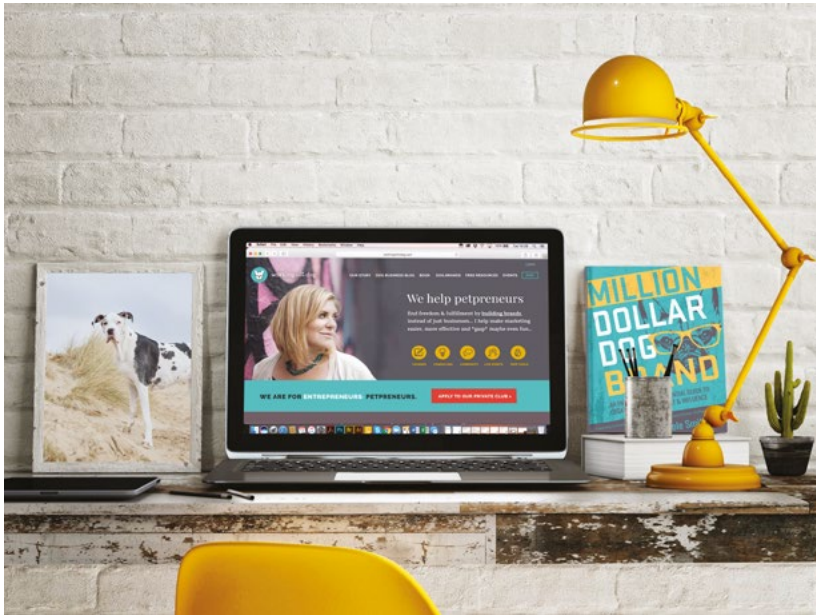
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ABOUT US

JANE & NIC

WORKING WITH DOG



We help petpreneurs find freedom & fulfilment by building brands instead of just businesses...

We help make marketing easier, more effective and *gasp* maybe even fun...

We created Working with Dog, the Official Club for Petpreneurs, to be a safe, supportive space for you to do exactly that...

Together with our team, we work hard to ensure that we produce and share this kind of crazy valuable stuff in Working with Dog, the Official Club for Petpreneurs like you.

If you have specific topics, needs, questions or ideas for future Marketing Genius content - we'd love to hear it!

Get in touch at: hello@workingwithdog.com

NIC & JANE



My name is Nichole, but you can call me Nic. I believe that entrepreneurs find freedom by building brands instead of just businesses – so I help petpreneurs build successful brands that support the life of their dreams. I have a Masters in Marketing and a decade of practical experience creating and growing pet brands, including 'Dog is Good' which I co-founded in 2007.

As a graphic designer, commercial pet photographer, and marketing strategist I have had the opportunity to help solopreneurs and billion dollar brands alike launch, and grow. My book 'Million Dollar Dog Brand' is the essential guide for entrepreneurs who want to build a profitable, sustainable business in the pet industry.



I'm Jane and I've been rocking it out in the pet industry for 16+ years, leading content strategy and marketing as Former Editor-in-Chief of Pet Health Network, Senior Producer at Petfinder.com, Founder of AdvoCats (and Dogs, Too!) and with many other leading pet brands like Animal Planet, Petco and more.

As President of 'cause Digital Marketing and new co-owner of Working with Dog, I specialize in helping pet businesses large and small focus on achieving their marketing results, so they can focus on what matters--helping pet parents celebrate and take the best care of their pets.