



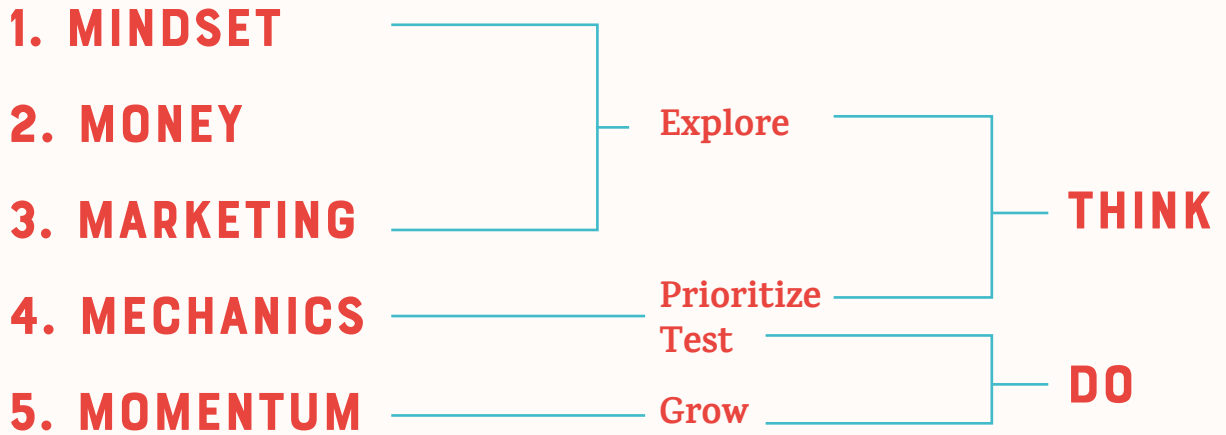
MAKE MORE MONEY **NOW**



working *with* dog.



## 5 LAWS OF ENTREPRENEURSHIP



### THE ENTREPRENEURIAL BALANCE SPECTRUM

CORPORATE  
METHOD

ENTREPRENEUR  
MADNESS

MAGIC

SCALABLE  
OUTSIDE IN  
PLAN  
PROCESS  
REDUCE RISK  
INFLEXIBLE  
FUNCTIONAL  
SLOW  
MICRO



BALANCED  
50/50 BLEND  
JUST ENOUGH METHOD  
JUST ENOUGH MADNESS  
MARKETING GENIUS  
AUTHENTIC & SCALABLE  
THOUGHTFUL



INNOVATIVE  
INSIDE OUT  
DREAM  
EXPRESSION  
ACCEPT RISK  
NON-COMMITTAL  
UNSUSTAINABLE  
FAST  
MACRO



## **MINDSET**

**WHAT IS MY GOAL?**

**WHAT ARE THE SPECTRUM TENDENCIES I'M BRINGING TO THIS GOAL?**

**AM I FEELING THAT THERE IS 'NOT ENOUGH' OF SOMETHING? WHAT?  
HOW IS IT MAKING ME FEEL?**

**WHAT AM I SCARED OF? WHAT AM I RESISTANT TO?**



When getting set to make money, you'll need to consider the following.

## 1. YOUR TARGETS

What do you hope to gain out of your promotional program? (Be specific!)

How quickly do you need to make a return on your investment?

Consider the other factors that impact your measurements like:

What lever are you trying to drive? Trial? Recurring visits? Increased Basket size?

## **MARKETING**

**WHY IS THIS GOAL IMPORTANT? TO ME? TO MY CUSTOMER?**

**WHO WILL I BE TARGETING?**

**WHAT WILL I BE PROMOTING / SELLING?**

**WHERE WILL I PROMOTE / SELL IT?**



# THREE-LEG MARKETING STRATEGY CHEAT SHEET

Pros and cons of leveraging specific marketing channels and tactics.

|  | IS GOOD FOR...          | LONG-TERM IMPACT | LOW COST | FAST / EASY |
|--|-------------------------|------------------|----------|-------------|
| <b>1. PEER-TO-PEER OR WORD-OF-MOUTH:</b><br>Encourage Social sharing & use of referral sites.                                    | Trust/ Awareness        | X                | X        |             |
| <b>2. ADVERTISING:</b><br>Be memorable   | Awareness               |                  | X        | X           |
| <b>3. SALES/PROMOTIONS:</b><br>Provide a special deal, make it scarce, make it time-limited                                      | Conversions             |                  | X        | X           |
| <b>4. CUSTOMER SERVICE POINTS:</b><br>Leveraging existing-customer touchpoints to up-sell  | Conversions             | X                | X        |             |
| <b>5. PR / PRESS:</b><br>Media stories and interviews  | Trust/ Awareness        | X                | X        |             |
| <b>6. RELATIONSHIP-BUILDING:</b><br>Provide value, solve a problem, or delight / entertain                                       | Trust                   | X                |          |             |
| <b>7. DIRECT:</b><br>Includes mail, email, brand social pages, telemarketing, etc.<br>Makes sure they encounter and remember you | Conversions             |                  |          | X           |
| <b>8. CELEBRITY OR INFLUENCER ENDORSEMENT:</b><br>Build respect by having someone they respect endorse you                       | Awareness               |                  |          | X           |
| <b>9. SEARCH ENGINE OPTIMIZATION:</b><br>Get found when and where they're looking  | Awareness / Conversions | X                |          |             |
| <b>10. CROSS-PROMOTIONS/PARTNERSHIP:</b><br>Collaborate with complimentary products or categories                                | Awareness /Trust        | X                | X        |             |
| <b>11. PRINCIPLE-BASED/CAUSE:</b><br>Shared value or beliefs build affinity and awareness  | Trust                   | X                | X        |             |
| <b>12. EVENT-BASED/EXPERIENCE:</b><br>Create experiences: Includes Experiential & Environmental                                  | Awareness               | X                |          |             |



**WHAT ARE MY 1-2 PRIORITIES (CIRCLE NO MORE THAN 2)**

- Long-term impact
- Low Cost
- Low Effort

**WHAT 3-5 STRATEGIES WILL I USE?**

USE THE CHART OF PG 6 TO HELP YOU CHOOSE

**WHAT 1-3 TACTICS WILL I USE FOR EACH?**

USE THE CHART OF PG 8 TO HELP YOU CHOOSE

|          |  |
|----------|--|
| <b>1</b> |  |
| <b>2</b> |  |
| <b>3</b> |  |
| <b>4</b> |  |
| <b>5</b> |  |



**SELECT-O=TACTIC**

**1. PEER-TO-PEER OR WORD-OF-MOUTH:**

- Social Media Sharing
- #hashtag strategy
- Review sites
- Referral Incentive
- Testimonials

**2. ADVERTISING:**

- Facebook
- Google
- Remarketing
- Local / Regional Print
- Flyers/Posters/ POS postcard

**3. SALES/PROMOTIONS:**

- Challenges
- Contests
- Giveaways
- Bundle
- Free Samples/ Free Trial
- Pricing Promotions & Sale
- Limited Edition Products
- Exclusive Invite
- Loyalty Programs
- Free Shipping / Auto Shipping (subscription)

**4. CUSTOMER SERVICE POINTS:**

- FB Messenger
- Checkout
- Live Chat / Q+A
- Demo

**5. PR / PRESS:**

- Trend Pitch
- Personal Pitch
- Press Release
- Guest Post

**6. RELATIONSHIP-BUILDING:**

- Sharing Your 'Why' / Brand Values
- Brand Video
- Email
- Surprise & Delight
- Case Studies
- Customer Service
- Instagram

**7. DIRECT:**

- Mail
- Email
- Brand Social Media pages
- Telemarketing

**8. ENDORSEMENT:**

- Celebrity or Influencer endorsement

**9. SEARCH ENGINE OPTIMIZATION:**

**10. CROSS-PROMOTIONS/PARTNERSHIP:**

- Guest Posts
- Email Blasts
- Social Shares
- Co-hosted Events
- Product Bundles
- Referral Trade

**11. PRINCIPLE-BASED/CAUSE:**

- Charity Partnerships / Buy One Give One
- Brand Values (no animal testing)

**12. EVENT-BASED/EXPERIENCE:**

- Launch party
- Yappy Hour
- Community Training / Class
- Webinar





## MECHANICS

**WHAT IS THE TACTIC?**

**TASK 1**

**TASK 2**

**Task 3**

**Task 4**

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**Task 4**

**WHAT IS THE TACTIC?**

**TASK 1**

**TASK 2**

**Task 3**

**Task 4**

## WHAT IS THE TIMELINE?

START DATE

END DATE

|  |
|--|
|  |
|--|

TASK 1

TASK 2

Task 3

Task 4

TASK 5

TASK 6

TASK 7

TASK 8

TASK 9

TASK 10

TASK 11

TASK 12



## **MOMENTUM (during launch / promotion)**

**IS ANYTHING MISSING?**

**WHAT HAS POPPED UP?**

**PROCEED AS PLANNED OR PIVOT?**

**ANY IDEAS TO MAKE USE OF THE ENERGY / EXCITEMENT?**



## 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...

### Meet Nic.



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.

### Meet Jane.



Jane's 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, she specializes 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.

## We are here to help.

Together with our team, 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](mailto:hello@workingwithdog.com)

**HAVE YOU FOUND YOUR STAGE IN THE FREEDOM ROADMAP?**