



ULTIMATE

PRICING STRATEGY

WORKBOOK

SERVICES

What services will you offer?

- | | |
|---------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Dog Walking | <input type="checkbox"/> Cat Litter Box Cleaning |
| <input type="checkbox"/> Dog Running | <input type="checkbox"/> In-home Boarding |
| <input type="checkbox"/> Dog Sitting | <input type="checkbox"/> Overnight Sleepovers |
| <input type="checkbox"/> Cat Sitting | <input type="checkbox"/> GPS Tracking |
| <input type="checkbox"/> Other Pet Sitting | <input type="checkbox"/> Group Walks |
| <input type="checkbox"/> Pet Taxi | <input type="checkbox"/> Pet Errands |
| <input type="checkbox"/> Pet Grooming | <input type="checkbox"/> Home Tasks (mail, lights, plants) |
| <input type="checkbox"/> Pet Training | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Dog Pooper Scooper | |

TIME OR SERVICE

Will you charge by time or service?

Time

What duration options will you have? We've found success with 15, 30, 45, and 60-minute time blocks with the most popular being 30 minutes, followed by 15 minutes.

What rates will you charge? We've found success in many markets with 15 minutes for \$15, 30 minutes for \$20, 45 minutes for \$25, and 60 minutes for \$30. However, your market may dictate rates that are higher or lower than these.

I will offer these options at these rates to my clients:

Service

In minutes, how long will your pet visits last? _____

What rates will you charge for each different service that you offer?

FEES

What additional fees will you require?

☐ Holiday Fees:

How much per day/visit? _____

Which days will count as holidays?

☐ Multiple Pets:

How much for 1 pet? _____

How much for 2 pets? _____

How much for 3 pets? _____

How much for 4 or more pets? _____

☐ Weekend Fees:

How much per weekend day/visit? _____

☐ Off-Hours Fees:

At what time will "off-hours" rates start? _____

On what days will "off-hours" rates apply? _____

REVENUE GOAL

What is your yearly revenue goal? _____

Calculate how many visits you need to complete to make your goal. The equation looks like this:

\$/visit multiplied by #visits = REVENUE

- OR -

REVENUE divided by \$/visit = # of visits

For example:

A \$50,000 revenue goal @ \$20/visit requires 2500 visits to achieve that goal....

$$50,000 / 20 = 2500$$

Fill in the blanks for your revenue goal, price per visit, and number of visits required to achieve that goal at your visit price.

_____ (revenue) DIVIDED BY _____ (price/visit) = _____ (# visits)

Now, for comparison, change the price per visit and add \$2 more to your current price and then do another comparison at \$2 less than your current price and see what the difference is in how many visits you need to make to achieve your goal.

_____ (revenue) DIVIDED BY _____ (+2\$ price/visit) = _____ (# visits)

_____ (revenue) DIVIDED BY _____ (-2\$ price/visit) = _____ (# visits)

Do you see any opportunity to raise your prices and make the same amount of money with less work (or more money with the same amount of work)?

EXPENSES

What are your major monthly expenses?

- ☐ Labor _____
- ☐ Gas _____
- ☐ Vehicle _____
- ☐ Insurance _____
- ☐ Advertising _____
- ☐ Computer & Tech _____
- ☐ Software/CRM _____
- ☐ Rent _____
- ☐ Office Supplies _____
- ☐ Cell Phone _____
- ☐ Equipment/Field Supplies _____
- ☐ Bank/Credit Card Fees _____
- ☐ Coaching/Training _____

COMPETITION

Who are all the competitors in your region?

What are their websites?

What areas do they service?



What services do they provide?

What are their prices for their typical services?

What are their add-on fees for extra services (holidays, weekend rates, etc)?

Who charges by time and who charges by service?

TIME BASED

SERVICE BASED

Additional unique amenities your competitors provide:

Based on your research, who are your top three competitors?

DISCOUNTS

Will you provide standard discounts to your clients?

- ☐ Yes - how much and for what: _____
- ☐ No

Will you negotiate with your clients if they ask for a discount?

- ☐ Yes - my bottom line discount from my base price is: _____
- ☐ No

SCHEDULE MODIFICATIONS

Will you charge a fee for changes to an existing scheduled visit?

- ☐ Yes
 - How much: _____
 - When will that fee be applied (less than 24 hours notice, less than 48 hours notice, etc.)? _____
- ☐ No

Will you charge a fee for cancellations for existing visits?

- ☐ Yes
 - Will you charge less than the standard visit rate, the same as the standard visit rate, or the standard visit rate plus a cancellation fee:

 - When will that fee be applied (less than 12 hours notice, less than 24 hours notice, less than 48 hours notice, etc.)?

- ☐ No

Will you charge a fee for adding a "last minute" visit when none existed previously?

- ☐ Yes
 - Will you charge the same as the standard visit rate or the standard visit rate plus a "last minute" fee:

When will that fee be applied (less than 12 hours notice, less than 24 hours notice, less than 48 hours notice, etc.)?

☐ No

How many “free passes” will you give a client on an annual basis before you start charging schedule modification fees?

YOUR VALUE

Why will customers choose you? What is your unique selling proposition that will make the VALUE you provide something that a customer is willing to loyally pay for on an ongoing basis?

PRICING STRATEGY

Have you kept your pricing strategy...

- ☐ Easy to understand
- ☐ Easy to remember
- ☐ Affordable for your market, but higher than average

FUTURE RATES

When will you raise your rates (in 6 months, 12 months, etc)?

By how much will you raise your rates?

(plan for an increase now so you can happily anticipate the additional revenue coming your way)