



My Dream Client

Problem: Arthritic dog/ horse

Name: Arthritic Animal Mom

Age: 40+

Employment: any

Income: Enough

Immediate Goal:

Less pain
Comfort
Better movement
Go back to normal activities
Climb stairs

Long Term Goal:

Graceful old age
Less medication

Current Language:

I don't what to do
I feel like I'm not doing enough
We used to go for long walks/rides
She can't jump anymore/ climb stairs

Future Language:

She can jump now
I have my old/dog horse back
I noticed a difference right away
Spunky again
She acts like a puppy/foal again



My Dream Client

Challenges:

I need evening appointments
Can I pay by credit card
He won't let anyone touch him

How I can overcome challenges:

how you set up your schedule
going to house
payment options
emphasize training in how to deal with scared dogs and horses

Objections:

Too expensive/ tight budget
Skeptical
Vet objections

Answers to Objections:

Guarantee
package discounts
offer to talk to vet

Where can I find them:

Pet/ feed stores
CCL tear facebook
day care, walking groups
rescue
human MTs
Pony club
other pros



Referral Partners

Traits:

- **Knows lots of my dream clients**
- **Is in a position to know about each animal, or can find out**
- **Occupies a position of trust with the owner**
- **Wants what is best for their clients**

synergistic approach (for professionals)

Potentials:

Pet/ feed stores
CCL tear facebook
day care, walking groups
rescue
human MTs
Pony club
Holistic vet
chiro
acupuncture/pressure
Farrier/ groomer
animal communicator
trainers
realtor
PT
Reiki practitioner
former/current clients