



GO MOBILE AND SUCCEED (Mobile Pet Grooming)

By Ellen Ehrlich

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The MUST HAVE Manual For Starting And Growing Your Mobile Grooming Business. The FIRST book written by a successful mobile groomer for those interested in mobile pet grooming. Topics include choosing a school, choosing a vehicle, your area, weather, breed & breed trims, customers in the van, your canine customer, your human customer, overbooking, working on Saturday, client calls, newsletters, testimonials, retail, scheduling, GPS, reminder calls, pricing, routing, policy/release forms, the three most important questions, client calls, advertising, marketing, networking, your phone message, mobile tips, health & safety, pet industry trends and more. This book will also help you answer the important question: Is mobile grooming right for you? Foreword by Daryl Conner - In this book, Ellen has laid out a road map for people who are interested in mobile pet grooming. Her attention to detail, enthusiasm, and extreme professionalism are reflected in this guide. Readers can follow along, step by step, as they read about how Ellen moved not only into a career of grooming but set up an extremely successful mobile salon. Her formula worked for her and can be tailor-fit to work for others. This is the original definitive book for stylists considering moving into mobile, and contains ideas aplenty for established mobile groomers who want to crank their customer service up a notch. This long awaited information packed book is a gift to the future generation of mobile groomers. Ellen and her van were featured in an episode of the ANIMAL PLANET show "From Underdog To Wonderdog."

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GO MOBILE AND SUCCEED (Mobile Pet Grooming) By Ellen Ehrlich Bibliography

- Sales Rank: #953729 in Books
- Published on: 2009-03-03
- Binding: Perfect Paperback

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