# Join PocketSuite's 90 Day Challenge!

As a **pet professional**, the start of the year is all about getting ahead of your business goals. For phase one of our 90-day Challenge, PocketSuite is bringing you actionable steps to take your business to the next level and achieve your goals in 2025. Below, you'll find the **most common goals from our six-figure pet pros**, and how PocketSuite can help you turn your goals into reality. We're rooting for you!

## Phase One: Break It Down

| Goals for My Pet Services Business | Break It Down | The PocketSuite Solution |
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| I want to **make high six-figures this year!** | **Step 1**: Hit the first 25% - 30% of your income goals in Q1.<br>**Step 2**: Determine how many new clients you need to hit that goal.<br>**Step 3**: Use proven strategies to attract new clients and reengage past clients. For example, launch a text promotion to convert old leads into paying customers.<br>**Step 4**: Review your pricing to understand if it's competitive in the market, and make necessary adjustments.<br>**Step 5**: Explore existing or new premium offers to expand your business. | Boosting your income starts with knowing your numbers! Use **PocketSuite's Smart Reports** to review your income and find your most profitable clients.<br><br>Leverage **Premium features and Smart Campaigns** to develop and promote premium offers to replicate that success with new and existing clients. |
| I want to **hire quality trainers that stay with my business long term.** | **Step 1**: Document your best practices, pet handling policies, step-by-step service delivery model, and philosophy for managing relationships with pet families.<br>**Step 2**: Write job descriptions that specify the skills you're seeking, such as experience handling specific behaviors. Highlight benefits like reimbursement for pet-specific certifications, flexible schedules, and team bonding events like group outings to pet expos. Research compensation models that align with your business goals and budget.<br>**Step 3**: Find reputable industry associations, certification bodies, training academies, or Facebook groups to advertise your employment opportunities.<br>**Step 4**: Optimize the hiring process with a detailed onboarding plan, trial sessions, shadowing days, and apprenticeship opportunities to see how candidates interact with pets, pet guardians, you, and your existing team.<br>**Step 5**: Network or explore strategic partnerships with other pet professionals and trainers that you respect in your area. | Use PocketSuite to onboard and manage your 5-star team. We offer a range of **team and staffing features**, including calendar management and payroll. |
| I want to **make connectons and find partners in the pet professional community.** | **Step 1**: Find or create a local professional mastermind group with pet professionals who share your goals.<br>**Step 2**: Attend local conferences and participate in CE opportunities, like webinars or workshops.<br>**Step 3**: Network with local kennels, vets, and SPCAs to explore shared needs and collaboration opportunities.<br>**Step 4**: Join Facebook groups for pet professionals in your community or specialty area.<br>**Step 5**: Speak or present at local training academies, PocketSuite Pros & Profits webinars, or host a live event on your social media channels! | PocketSuite hosts a monthly **Pros & Profits Webinar**, where you can **host, connect, teach and learn** from other pet pros.<br><br>Join **PocketSuite's Facebook community** to trade notes and network with other pet professionals. |
| I want to **offer pet boarding.** | **Step 1**: Evaluate whether your current space or facilities will work for boarding pets. If not, calculate the costs of leasing or subleasing this space.<br>**Step 2**: Assess whether your current clients are interested in or need boarding services or if you'll need to attract new customers for this service line.<br>**Step 3**: Research competitive pricing for boarding services in your area.<br>**Step 4**: Add and promote your first boarding reservation to your PocketSuite booking site. | PocketSuite makes it easy to schedule overnight or multi-day appointments for pet boarding with our **Reservations** feature. You can even streamline your kennel and equipment scheduling with our **Resources** feature.<br><br>Use **Smart Campaigns** to begin promoting this new boarding service with your existing clients and leverage **QR codes** on social media and on physical flyers to share your new boarding service with your community. |
| I want **to grow my online presence.** | **Step 1**: Review your current website and social media platforms to identify what's working well and where improvement is needed to increase visibility and better connect with your clients.<br>**Step 2**: Explore a new social media channel your target clients frequent. This will allow you to expand your reach and engage with a fresh audience.<br>**Step 3**: Enhance your website's and/or social media profile's user experience, such as by allowing clients to book their initial consultation online. Automating processes like these prevents leakage from new leads and saves time for you and your clients.<br>**Step 4**: Invest in professional help by hiring local designers, photographers, or editors to elevate the quality of your online content. Browse Fiverr, Upwork, Thumbtack and other professional marketplaces for highly reviewed professionals.<br>**Step 5**: If you're only seeing clients in person, you can expand your offerings into the virtual space. For example, you can launch virtual pet training sessions or sell products online. | It's easy to enhance your online presence by integrationg a PocketSuite **Book Now Button** on your website and sharing your **Suite Link** on socials. You can even connect PocketSuite to your **Google Business Page** to get more leads and 5-star reviews.<br><br>Consider using PocketSuite's **Video Conferencing** and/or **Online Products** features. |
| I want to **nurture, upsell and retain my clients through automation.** | **Step 1**: Identify repetitive tasks in your client management process that could be automated, such as appointment reminders, follow-ups, and payment processing.<br>**Step 2**: Automate routine communication with clients wherever you can, so that you can focus on more personalized interactions with clients. For example, send tips automatically after appointments with pet care/training reinforcement tips or promotions for similar services.<br>**Step 3**: Introduce loyalty programs or packages that encourage repeat business. Use PocketSuite to track client package session balances.<br>**Step 4**: Offer add-ons, like dog toys or treats, with your most popular services. | PocketSuite makes automating your nitty-gritty business management tasks a breeze. You **chat with client in-app**, send **automated text campaigns** and bundle your offers as **packages** to earn more upfront. |