

### **Speaker Profile for Claire Pickens**

Claire Pickens is a dynamic speaker and seasoned entrepreneur with over three decades of experience in entrepreneurialism and performance management. She holds an Executive MBA with an emphasis on Organizational Leadership and has successfully built, owned, and sold a business, while also leading the development of a DeNovo chain that formed over 100 practices across 20 states. Claire holds certifications such as SHRM-CP and CSSGB and has captivated audiences across the United States since 2015 as a keynote speaker, classroom instructor, and workshop facilitator. Her passion for nurturing the entrepreneurial spirit is evident in her work as an author and mentor, where she guides individuals and teams in crafting effective business plans and operational logistics to ensure their ventures thrive in a competitive market.

### **Course Title: "Pawsitive Blueprint: Building Your Pet Business Dream"**

#### **Workshop Summary:**

The "Pawsitive Blueprint: Building Your Pet Business Dream" workshop series is designed to guide aspiring entrepreneurs in the pet services industry through the essential steps of creating a business plan. Participants will engage in interactive sessions that cover foundational elements, operational planning, marketing strategies, and financial projections, equipping them with the knowledge and tools necessary to launch and sustain a successful pet services business.

#### **Learning Objectives:**

- Clarify Business Vision: Participants will articulate their business vision and mission, establishing a clear foundation for their pet services business.
- Outline Key Business Components: Attendees will learn to identify and describe the essential components of a business plan, including market analysis, organization, and service offerings.
- Develop Marketing Strategies: Participants will explore various marketing strategies to effectively reach their target audience and promote their services.
- Understand Financial Basics: Attendees will gain insights into estimating startup costs and revenue projections, laying the groundwork for their financial planning.
- Create an Action Plan: Participants will draft an actionable plan that outlines the next steps for launching their pet business, focusing on both short-term and long-term goals.

#### **Supporting Materials:**

##### **Pawsitive Blueprint: Part 1: Writing Your Business Plan by Claire Elizabeth Pickens**

[https://www.amazon.com/dp/B0F9LFZSB4?ref\\_=cm\\_sw\\_r\\_ffbk\\_cp\\_ud\\_dp\\_5SN9VD7HT46P74TD0H2N\\_7&estFormat=true](https://www.amazon.com/dp/B0F9LFZSB4?ref_=cm_sw_r_ffbk_cp_ud_dp_5SN9VD7HT46P74TD0H2N_7&estFormat=true)

#### **In Course Handouts per Workshop Course for Interactive Attendee Engagement (4 hours+)**

#### **Length of Workshop**

**Min: hours** Content kept at a higher level - categorical summaries interactive activities

**Max: 6 hours** Content presented in more depth with attendee engagement activities

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## Workshop 1: Laying the Foundation

### Description:

This workshop focuses on helping participants define their business vision and mission while addressing common fears and challenges that arise when starting a pet business. Participants will explore the 8-step method and begin crafting the foundational elements of their business plan.

### Learning Objectives:

1. Understand the importance of clarifying your "why" and aligning it with your business goals.
2. Outline the initial components of a business plan, including mission and vision statements.

### Contents:

1. Introduction: Embracing the Entrepreneurial Spirit
  - Overcoming fear and impostor syndrome
  - Connecting with your "why"
  - The importance of passion and self-care
2. Building Your Vision
  - Identifying your unique value proposition (UVP)
  - Crafting an authentic mission and vision statement
  - Reflection: What problem does your business solve for pet owners?
3. The 8-Step Method Overview
  - Introduction to the 8 components of a business plan
  - Why these steps are critical to success
  - Creating a roadmap for the workshop series
4. Activity: Craft Your Mission Statement
  - Guided brainstorming exercise
  - Share and refine your mission with the group

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## Workshop 2: Mapping Out Your Business Plan

### Description:

Participants will dive deeper into the structure of a business plan, focusing on defining their target audience, analyzing competitors, and creating a company description. This session emphasizes understanding the market and establishing a unique value proposition.

### Learning Objectives:

1. Identify and describe the needs of your target market and how your business will address them.
2. Conduct a preliminary competitive analysis to determine how to differentiate your business.

### Contents:

1. Understanding Your Market
  - Conducting a market analysis: "Sniffing out the competition"
  - Defining your geographic focus and target audience
  - Identifying trends in the pet services industry
  - Competitor analysis: Strengths, weaknesses, opportunities, and gaps
2. Writing Your Company Description
  - Telling your story: What makes your business unique?
  - Highlighting your mission, vision, and values
  - Legal structure: LLC, sole proprietorship, or partnership?
3. Building Your Pack: Organization and Management
  - Identifying key team roles and responsibilities
  - Highlighting team qualifications and strengths
  - Planning for growth: What roles will you need in the future?
4. Activity: Create Your Target Audience Profile
  - Define the demographics and psychographics of your ideal customer
  - Outline how your business will address their specific needs

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## Workshop 3: Designing Products, Services, and Marketing

### Description:

This session guides participants in developing their products and services, defining revenue streams, and creating effective marketing strategies. Participants will explore both traditional and digital marketing methods to attract and retain customers.

### Learning Objectives:

1. Develop a clear list of products and services with a focus on their unique value proposition.
2. Learn basic marketing strategies to build awareness and attract the ideal customers.

### Contents:

1. Crafting Your Products and Services
  - Identifying core offerings: Services, products, and add-ons
  - Revenue centers: Where will your money come from?
  - Examples of unique services (e.g., luxury boarding, mobile grooming)
  - Highlighting intellectual property (if applicable)
2. Sales and Marketing Strategy
  - Attracting customers: Digital, traditional, and community engagement
  - Retention strategies: Loyalty programs, personalized communication
  - Pricing strategies: Competitive, premium, or value-based
  - Distribution channels: Direct sales, mobile services, partnerships
3. Marketing in Action
  - Social media and content marketing for pet businesses
  - Seasonal promotions and creative campaigns
  - Community involvement: Events, sponsorships, and partnerships
4. Activity: Create a Marketing Plan
  - Develop a pre-opening and first-year marketing budget
  - Brainstorm a marketing campaign (e.g., grand opening event)

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## Workshop 4: Operations and Financial Planning

### Description:

This final workshop focuses on operational logistics, compliance, and financial projections. Participants will learn how to structure daily operations, estimate startup costs, and build realistic financial projections to guide their business toward profitability.

### Learning Objectives:

1. Understand the basics of operations planning, including facilities, equipment, and compliance.
2. Create an outline of financial projections, including revenue streams, expenses, and funding needs.

### Contents:

1. The Daily Wag: Operations Planning
  - Designing your facility: Maximizing revenue-producing space
  - Outlining day-to-day operations
  - Equipment, technology, and supply chain management
  - Ensuring compliance with regulations and standards
2. Financial Projections: Counting Your Bones
  - Understanding revenue streams and realistic goals
  - Calculating startup expenses and ongoing operational costs
  - Building a first-year “ramp” and projecting years 2-3
3. Funding and Break-Even Analysis
  - Determining your funding needs
  - Crafting a pitch for lenders or investors
  - Break-even analysis: When will your business turn a profit?
4. Pulling It All Together
  - Refining and completing your business plan
  - Creating two versions: Comprehensive and investor-focused
  - Preparing your appendix: Resumes, permits, financial statements
5. Activity: Build Your Financial Snapshot
  - Work through a revenue and expense estimation exercise
  - Calculate your break-even point