

Cat Grooming Topics in a Series

By Danelle German

Series 1: Building a Successful Cat Grooming Biz

You probably get calls weekly asking if you groom cats. Are you turning that business away? Statistics show there are approximately 90 million owned cats in the US alone. So who is grooming them? Learning about cat breeds, coat types, temperaments, and health issues will put you one step closer to becoming an expert about cats and get those new clients in the door. Learning how to handle cats with finesse and groom them to perfection will give you the edge you need to keep them coming back for more!

4 parts – 1 hour each

1. Becoming an Expert
2. Determining a cat's grooming needs
3. Getting the job done
4. Winning the client forever

Series 2: How to Safely Groom Cats and Make Money at the Same Time

Adding or expanding cat grooming services can increase revenue in any grooming business. Knowing how to tap into this huge market and turn cat owners into patrons who frequent a grooming business on a regular basis is hard. But it can be done! And it can be done with great success! During this seminar, Danelle will cover how to get cat clients, how to retain them, how to price services for profitability, how to up-sell to increase revenue, and how to quickly and accurately identify a cat's temperament before it is groomed. This seminar will include live cat grooming to demonstrate some options for grooming styles as well as a variety of handling techniques to help you get the job done as safely as possible.

2 parts - 1- 1.5 hours each

1. The business foundation for fabulous grooming
2. Fabulous grooming to keep the business going

Cat Grooming Topics in a Series

Series 3: Creative Cat Grooming

Why should dogs have all the fun? Getting a little creative with cat grooming can truly increase your bottom line. A simple design with or without color will surely impress your customers and set you apart from the competition. In addition, the kitty art will serve as some of the best advertising you could ever hope for. To do the job well, you will need to know the basics of laying the foundation with a properly prepared coat as well as what tools, products, and equipment to use for any design.

4 parts – 1 hour each

1. Laying the foundation
2. Setting pattern/tools, equipment, product
3. Design work – part 1
4. Design work – part 2

Series 4: Dog vs. Cat

2 parts - 1 hour each

Part 1 - What's Good for the Dog is Good for the Cat!

Most dog groomers wouldn't dream of grooming dogs without having some understanding of breeds and their profiles. Yet, when it comes to grooming cats, many groom them without having any knowledge of cat breeds and the standards that exist for each. What makes up the grooming requirements for a cat? This lecture will give you the guidelines for determining the best groom for every cat.

Part 2 - What's Good for the Dog Ain't So Good for the Cat!

Most products, tools, and equipment were created for grooming the canine safely, efficiently, and to perfection. Do these tools and products work just as well for cats? In grooming schools and lecture halls, handling techniques and grooming principals are taught that enable a groomer to finish their dog grooms and finish them well. Do these same techniques and principals work just as well for cats? This lecture will give you the answer to both questions. Just because it's good for the dog doesn't mean it's always good for the cat.