

The 3 Biggest Mistakes Groomers Make When Grooming Cats and How **NOT** to Make Them!

Before the webinar.....

Answer these questions the best you can prior to the webinar start time. There are no right or wrong answers. If you need to leave an answer blank, that's fine too. This exercise is meant to help you get a clear snapshot of where you are now and help us get you to where you want to be as we go through the 60-minute webinar.

1. Approximately how many cat clients do I currently have? _____

2. What is my best guess as to my average price per cat groom? _____

3. What best describes most of my cat clients?

Regular (every 4-6 weeks on average) _____

Semi-regular (every 2-3 months) _____

Twice a year "fix-it" jobs _____

Once-a-year shave downs _____

Even more sporadic than the above _____

4. How much competition do I have when it comes to grooming dogs?

A lot _____ A little _____ None _____

5. How much competition do I have when it comes to grooming cats?

A lot _____ A little _____ None _____

6. What is my biggest struggle when it comes to grooming cats?

7. What steps would most likely help me overcome these challenges?

If you don't know, that's perfectly okay! We will cover this during the webinar!

During the webinar.....

Be sure to have this workbook and a pen ready when we start the webinar.
We will cover the following material during our 60-minute session together!
The answers above will make the exercise more personal and help you create
a workable plan of action as we move into the 5 easy steps toward safer, faster
and more beautiful cat grooming results!

1. Which of the 4 "Is This You?" describe me best?

2. I currently _____ groom cats _____ because _____

3. I currently _____ groom cats _____ and _____

Fact #1: Cats do not _____. They _____

Fact #2: Cats do not _____ for you to _____

Mistake #1: _____

How to avoid 1. _____

How to avoid 2. _____

How to avoid 3. _____

Mistake #2: _____

How to avoid 1. _____

How to avoid 2. _____

How to avoid 3. _____

Mistake #3: _____

How to avoid 1. _____

How to avoid 2. _____

How to avoid 3. _____

4. What's my thing? _____

My Very Own Money-Maker Formula:

_____ X _____ = _____
_____ X _____ = _____

What could I do with this number?

What realistic goal could I set to make things even better?

Plug in my own numbers:

----- X ----- X ----- = -----

Which of the above is my KEY #?
(circle your key number)

What steps can be taken to work on or use this key #?

5 EASY STEPS

to safer, faster, more beautiful results:

1.

2.

3.

4.

5.

Find out how to build your cat grooming business to new heights at the free webinar...See you there!

From a Certified Feline Master Groomer:

"I want to post a testimonial, of sorts, for those of you who are contemplating whether it is "worth it" to pay for the cost of NCGIA and leave your life routine...At the end of July, it will be the 6 month mark since I became a CFMG.

Since becoming certified, I have paid off my car, put my house on the fast track to be paid off in 5 years instead of 9, completed and started several remodel projects in my home and booked a trip to Hawaii in January as a treat for my boyfriend so we can celebrate my 1 year CFMG anniversary.

On a professional level, I have been able to add a full time staff member and soon will add another one. I'll have a grand opening the end of August to celebrate my newly renovated grooming "spaw," feline photo studio, and retail store with exclusive cat stuff. All this wouldn't have been possible without Danelle German and her awesome staff.

So, if you think you can't afford to go...what you should really be thinking is that you can't afford NOT to.

Thanks, Danelle and your amazing team, for changing the lives of the dirty cats in Reno as well as mine. I wake up each day facing an extremely full and hectic schedule with not a moment to spare but so grateful to expand the services of my feline exclusive resort."

- Susan, CFMG

Additional thoughts:

Questions to ask:

Join National Cat Groomers Institute today to start your cat grooming journey!

- Access to a loaded library of cat grooming seminars, sample client forms, hand-outs, salon floor plans and more.
- Private Facebook group for members to share experiences, ask questions and support each other.
- Discounts on NCGIA-sponsored workshops, Soft Paws products and Website Content
- Bi-annual *Purrfect Pointers*, a magazine for specifically for cat groomers - featuring techniques, products and guidance
- Certificate of Membership
- Inclusion in the world's only searchable online directory of cat groomers searched by cat owners daily.

Visit nationalcatgroomers.com to join today!