Just recently I learned about a way to keep up with what other trainers in my area are doing.

Knowing what your competition is doing is a good idea. It allows you to make sure you are one step ahead of them at all times.

Try this idea...I think you will find it as valuable as I do.

**Keep An Eye On Your Competition!**

A few years ago it was hard to do, but today it’s really easy by using [Google Alerts](http://www.googlealerts.com).

Google Alerts is a great product from Google that allows you to enter keywords to be notified when Google finds something on the web (news, blogs, etc.) that mention the keywords you entered.

Some handy uses of Google Alerts include:
1. monitoring other trainers and dog training businesses in your area
2. keeping current on a competitor or industry
3. getting the latest on a celebrity or event
4. keeping tabs on your favorite sports teams

This is a service that lets you stay up-to-date with sites, blogs, news, and video. The results are relevant to your interests because you choose the keywords.
How to set up Google Alerts

When you want to set them up, it’s extremely easy to do:

- Go to Google Alerts (http://alerts.google.com)
- Type in some search terms that you want them to monitor
- From the drop-down box choose what you want them to monitor (Everything, video, news, sites, etc.)
- Select How often you want to be notified of new alerts (daily or weekly)
- Type in your email address and you’re done!

All of this should only take you a couple minutes. You will now receive more information on topics that are interesting to you, and they’re automatically emailed to you.

5 Important Alerts for Dog Trainers

1. Your business name(s): You should set an alert for your business names. For example: “XYZ Dog Training”.
2. Your own name: All variations of your name. You never know when you could show up on a blog post, video, Facebook, or news article. For example: “John Doe” OR “John P. Doe”.
3. Your website address (es): your blog, etc. For example: XYZDogTraining.com OR www.XYZDogTraining.com. This is terrific for seeing who is referring you.
4. Your closest competitors: It is always good to keep informed on their online activity.
5. Local dog training events and news.
If you use Google Alerts effectively and efficiently, you will know what your competition is doing at all times. You will also know when your name or business shows up anywhere on the internet.

**Turn Leads Into Cash.............**

I have been doing something for the last year that has consistently been bringing in a few hundred dollars a month. I think all of you would like $200, $300 or even more each and every month without doing any work.

It’s really simple. I went to the phone book and found a couple of underground fence companies. You know the folks that do the invisible fences for pets.

I called the first one and introduced myself. I told him that I train dogs and that I could bring him some business. We scheduled a lunch at the local sandwich shop.

He was very interested in using my referrals. I told him I would be happy to send him business if he would pay me a $100.00 referral fee for each job he got from my leads. We struck a deal and it is working.

When I have a client that is interested in an invisible fence (and I ask each of them) I tell them that I will have Bill give them a call. I explain how he gives the best service in town and his prices are very affordable. If the client insists that I give them Bill’s number while I’m there I always call Bill as soon as I leave the client so Bill knows that the client came from me.

This has been working like a charm and I’ve done as much as $500.00 per much for my referrals. Bill is happy and so am I.
It Works For Dog Training Also...

I offer what I call the Ultimate Board and Train Program to my clients. I actually keep the clients dog for 4 weeks and then I give them back a trained dog guaranteed!

I take a maximum of 2 dogs per month. That means that sometimes I have a 3 – 4 month waiting list. So I have made a deal with 2 other trainers in the area. I charge $1500.00 for the Ultimate Board and Train, so do they. I get a 20% referral fee. That means they get $1200.00 per dog and I get $300.00. I am usually able to give each trainer 1 dog a month. Yep, that’s an extra $600.00 a month. It all adds up!

If You Want To Make Money Answer The Phone.

This is such an easy one, but whenever I bring it up at one of my seminars I see the light bulb going off.

You have to answer the phone to get business. Years ago I had a young lady that was new to the dog training business and she was really doing well in just her first few months in business. I asked her what was her secret….why was she doing so well in her new business. She thought for just a minute and then said “it’s because I answer the phone”.

Yes she found the secret….answering the phone. As you probably know by now if you don’t answer the phone the lost client will simply call the next listing in the phone book or on the internet search. When you finally call back they have already hired SOMEONE ELSE.

So the secret is to have your phone setup to forward to your cell phone so you can answer immediately.

If you are using you cell phone for a business line be sure that you answer with your business name. People that want a dog trainer want a person who is in the business....not someone who
plays at it. So answer with your business name each time you answer the phone.

You can also use a cordless phone setup so that you are able to carry the cordless phone with you when you are outside your office training but still on your property.

There Is Money In BED BUG DOGS!

Bed Bug Dogs are hot right now. If you have ever considered adding another revenue stream for your dog training business this is the time.

Bed Bugs are all over the country and you can cash in by owning a dog and hiring yourself to do searches. You can also start training and selling dogs as well.

If you are interested in purchasing a trained dog take a look at: www.BedBugDogs.com.

If you would like to learn how to train Bed Bug Dogs look here: http://k9-university.com/programs/bed_bug.html.

I also have a seminar to find out more about the detection dog business: http://k9-university.com/programs/detection_dog_business.html.

Next Month.....

I’ll be sharing more idea how you can make more money with your dog training business. I’ll also be talking about how you can become the FAMOUS dog trainer in your area.

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