

Dog Groomer's First-Client Checklist Pack

Dog Groomer's First-Client Checklist Pack (Private Version)

Download Link: [Insert PDF Download Link]

Email Capture: Sign up to receive updates on grooming tips and industry news.

Checklist Includes:

1. Client Intake Form
2. Pre-Grooming Prep Guide
3. Post-Grooming Care Instructions
4. Emergency Contact List
5. Payment & Deposit Policy

Promotion Channels:

- Instagram: #DogGroomer #PetBusiness
- Local Pet Stores: Bulletin boards & flyers
- Grooming School Alumni: Private group shares

Tracking: UTM parameters enabled for each source.

Maintenance:

- Quarterly updates for new regulations.
- Landing page A/B tests monthly.
- Automated email sequence via ConvertKit.
- Spam complaints monitored (<0.1%).

Price: Free (0 USD)

Goal: Drive email signups from checklist downloads.