

# Pet Grooming Business — Workbook

This workbook turns the course into a working business plan for your grooming business. Each section matches a course module and walks you through the real decisions: building a per-pet price grid that holds your hourly rate, comparing a salon against a mobile rig on your own numbers, choosing and configuring booking software, and installing the rebooking system that turns one-time dogs into loyal recurring clients. Fill it in as you go and you will finish with a priced service menu, a chosen model, a software and compliance setup, and a marketing-and-retention plan you can run.

## How a Grooming Business Makes Money

Build a per-pet price grid around coat type and chair time, then confirm the model produces a real take-home, not just revenue.

### Worksheet: Breed and coat price grid

Pick five to ten breeds you expect to see most. For each, estimate honest hands-on minutes for a standard groom, then multiply by your target hourly rate to set a base price. This grid becomes your published price menu.

Breed and coat category (short/smooth, double, curly/wool, silky, wiry)

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Honest hands-on minutes for a standard groom (bath, dry, brush, clip, finish)

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Target hourly rate (e.g. 60 to 100 dollars per occupied hour)

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Base price = minutes / 60 x hourly rate

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Matting / behavior / size surcharge to add

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Published price (rounded) and any add-ons offered

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### Exercise: Average-ticket and add-on lift

Use your grid to find your true average ticket and test how add-ons change it. The goal is to see how a small upsell habit lifts profit with almost no added time.

- Add up the published price of your ten most common grooms and divide by ten to get your base average ticket.

- List three add-ons you can offer (teeth brushing, de-shedding, nail grind, paw balm, facial) and a price for each.

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- If half of clients add one upsell, what is your new average ticket, and what is the dollar and percent lift?

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- Which one add-on is easiest to attach at booking, and how will you offer it every time?
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### Exercise: Dogs-per-day to take-home model

Translate your average ticket into a realistic monthly take-home so you are pricing to profit, not to revenue.

- Pick a realistic dogs-per-day for your model (salon 6 to 8, mobile 4 to 6) and days worked per week.
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- Multiply average ticket x dogs per day x days to get weekly and monthly gross revenue.
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- Estimate monthly fixed and variable costs (rent or van payment, product, software, fees, insurance).
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- Subtract costs from revenue to find owner take-home, and the percent of revenue you actually keep.
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### Checklist: Pricing readiness checklist

- I have chosen a target hourly rate and priced backward from it
- Every common breed is on a coat-based price grid, not quoted from memory
- I have written matting, behavior, and size surcharges into my pricing
- I have a humane policy for severely matted coats, in writing on the intake form
- I have identified at least three add-ons to lift the average ticket
- I have modeled monthly take-home, not just revenue, for my chosen capacity

### Choosing Your Model: Salon vs. Mobile

Compare a brick-and-mortar salon against a mobile rig on your own startup cost, fixed cost, and achievable capacity, then commit on paper.

### Worksheet: Salon vs. mobile comparison worksheet

Fill in realistic figures for both models in your specific market, then compare the resulting monthly take-home.

Let the numbers, not the excitement, pick the model.

Estimated startup / buildout cost (salon 20k to 100k+, mobile rig 60k to 120k+)

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Monthly fixed cost (salon rent and utilities vs. van payment, fuel, maintenance)

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Achievable dogs per day (salon 6 to 8, mobile 4 to 6)

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Expected average ticket (mobile commonly 25 to 50 percent above salon)

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Projected monthly revenue and estimated monthly take-home for each model

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Scalability note: can this model add chairs/staff (salon) or only routes (mobile)?

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### Exercise: Capital and worst-month stress test

Pressure-test each model against a slow month so you choose one whose downside you can survive.

- How much cash do you have for startup and a reserve, and which model does that comfortably fund?
  - For each model, what is the monthly fixed cost that runs even if grooming volume drops 30 percent?
  - Which model leaves you more exposed in a slow month, and can you cover that month from reserves?
  - Does a hybrid path (start mobile to build a book, then open a salon) reduce your risk?
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### Exercise: Route or site decision

If mobile, design for route density; if salon, screen the site. Both decisions drive daily capacity more than any other factor.

- Mobile: which neighborhoods can you cluster stops in to cut drive time and reach more dogs per day?

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- Salon: list two or three candidate locations and score each on visibility, parking, and nearby dog-owning density.

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- What rent or fuel cost does your chosen geography imply, and does the take-home model still hold?

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- What is your single biggest constraint (capital, drive time, or rent), and does your choice respect it?

### Checklist: Model decision checklist

I have filled in realistic startup and fixed costs for both salon and mobile

I have compared the monthly take-home, not just revenue, of each model

I have stress-tested each model against a 30 percent slow month

I have chosen the model whose worst month I can survive

I have a route-density plan (mobile) or a screened site (salon)

I have designed the business to be documented and sellable from day one

## Booking, Payments, and Daily Operations

Choose grooming-specific software, set up payments and a no-show policy, and stand up the legal, insurance, and bookkeeping foundation.

### Worksheet: Software selection scorecard

Score the platforms you are considering on the features that matter most for a grooming business. Weight reminders and rebooking heavily.

Platform under review (MoeGo, Gingr, Pawfinity, Square Appointments, other)

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Monthly cost and any payment-processing fees

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Quality of automated reminders (text and email) — your no-show insurance

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Ease of one-tap rebooking and recurring appointments

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Pet-record depth (breed, coat notes, vaccination, history) and route tools if mobile

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Fit for my model and two-year growth plan, and total score

### Worksheet: No-show and cancellation policy builder

Draft the written policy that protects your hours. Put it on your intake form and booking flow so it is never enforced as a surprise.

Is a card on file or deposit required to confirm a new-client booking? (recommended yes)

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Cancellation window required (commonly 24 to 48 hours)

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No-show / late-cancel fee (commonly 50 percent of the groom)

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Reminder cadence (e.g. 48 hours and 24 hours before)

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Where the policy is stated (intake form, booking confirmation, website)

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Card-processing cost built into pricing (about 2.6 to 2.9 percent plus a fixed fee)

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### Exercise: Software and payments setup sprint

Turn the chosen platform on and configure the two features that pay for it. Do this before you are busy.

- Which platform did you choose, and what is your go-live date for taking online bookings?
  - What reminder messages and timing will you turn on to cut no-shows?
  - How will you make rebooking a single tap at checkout for every client?
  - What payment processor and reader will you use, and is tipping enabled to lift income?
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### Checklist: Startup compliance checklist

- I have formed a business entity (commonly an LLC) and obtained an EIN
- I have a local business license and, for a salon, correct zoning and any animal permit
- I have a sales-tax permit if I sell retail products
- I carry general liability and animal bailee insurance (plus commercial auto if mobile)
- I have a dedicated business bank account separate from personal money
- I have bookkeeping software (Wave or QuickBooks) tracking every dollar in and out

## Filling the Calendar and Keeping Clients

Win the local map and reviews, build referral and partnership channels, and install the rebooking system that turns clients into loyal regulars.

### Worksheet: Google Business Profile and reviews worksheet

Build the local-search asset that drives most new grooming clients. Complete every field on your profile and set a review habit.

Profile claimed and verified? Primary category set to Pet Groomer?

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Hours, phone, service area, and at least 10 real before-and-after photos added?

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Current review count and average star rating

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How and when you will ask each happy client for a review (at pickup, automated text)

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Other listings live (Yelp, Nextdoor, local Facebook groups)

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Weekly habit: one review asked, one transformation posted, one review responded to

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## Exercise: Referral and partnership plan

Design the low-cost channels that send you pre-qualified clients. Warm referrals convert far better than cold ads.

• What referral offer will you make (a credit for both the referrer and the new client)?

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• List three to five nearby vets, pet stores, daycares, or boarders you can partner with.

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• How will you introduce yourself and make it easy for them to recommend you by name?

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• Which local spots or groups (parks, events, Nextdoor) will you show up in regularly?

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## Worksheet: Rebooking system design

Make booking the next groom the default at checkout. This is the single most profitable habit in the business. Standard re-groom cycle you will recommend (commonly 6 to 8 weeks)

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Exact words you will use at pickup to book the next appointment

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How the platform will auto-remind booked clients so the slot holds

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Win-back message for clients who miss their expected cycle

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Target rebooking rate (share who leave with the next appointment booked)

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Where you will track rebooking rate and return-within-cycle each month

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## Checklist: Marketing and retention checklist

My Google Business Profile is claimed, complete, and stocked with transformation photos

I ask every happy client for a review on a consistent, automated cadence

I have a referral offer and at least three active local partnerships

I ask every client to rebook at pickup while they are happy with the groom

I offer standing recurring appointments on a six-to-eight-week cycle

I track my rebooking rate and return-within-cycle as core health metrics

## Your Action Plan

1. Set a target hourly rate and build a coat-based price grid for your most common breeds, with surcharges for matting, behavior, and size
2. Model monthly take-home at a realistic dogs-per-day so you are pricing to profit, not just revenue
3. Fill in the salon-versus-mobile comparison on your own numbers and choose the model whose worst month you can survive
4. Lock in your route-density plan (mobile) or screen and choose a site (salon) with strong visibility and dog-owning density
5. Form an LLC, get an EIN and local license, open a separate business bank account, and bind general liability and animal bailee insurance
6. Turn on bookkeeping (Wave or QuickBooks) so every groom is recorded from the first dog
7. Choose grooming software (MoeGo, Gingr, Pawfinity, or Square) weighted on reminders and one-tap rebooking, and go live with online booking and payments
8. Write a no-show policy backed by a card on file or deposit, and state it on your intake form and

booking flow

9. Claim and fully complete your Google Business Profile, load before-and-after photos, and start a weekly habit of asking for reviews

10. Build referral incentives and local partnerships, and make rebooking the default at every checkout while tracking your rebooking rate monthly











