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The Dog Walkers Email Marketing System



**How To Use The Power Of Email Marketing To
Attract And Keep Clients.**



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Introduction:

To maximise conversion and retention, you need to be following up with your prospective customers and existing customers.

Email can be a fantastically effective way to do that.

You want to take and record your potential customer's email address so you can contact them a number of times to help them and to show them how you can help them.

The secret is to be helpful, informative and to tell engaging, *emotive* stories, and then to roll all that goodness into a call to action, to sign up to your Dog Walker service.

Here's how...



Quick Overview Understanding

First, let's have a run through of just the essentials of what is most powerful for you to understand, to power up your email marketing campaign.

The great thing about email marketing is that you can quickly see the results, because it is all digital and trackable. So you know quickly if you're doing it right or how to improve.

Don't let the technology get in your way. It is a cinch.

If you have the [Dog Walkers Club Email Marketing System](#), with the email templates and videos, those videos will walk you through step-by-step exactly what to do.

Here is all the tech and jargon you need to know, to make email marketing a success for your dog walking business...

Email Provider

I would strongly advise you use a 3rd party email provider. That means using another company to house your list of email subscribers, to send out email and to handle the unsubscribes and dead email addresses.

Do not be tempted to try to use your own personal Outlook or Gmail to send out the email and handle subscribers. It won't work, you'll fall into legal issues (see "unsubscribes" below) and it is creating more work for yourself).



I [personally use MailerLite now](#) (free for up to 500 subscribers). I've used MailerLite for the last 4 years. Previously I used [Aweber](#) (good but now expensive). MailChimp is also a good option. MailerLite has a very easy interface and gives you an allowance for up to 500 subscribers for free and can send all your emails for you. In the [Dog Walkers Club Email Marketing System](#) videos included, I will show you step by step how to set up and use MailerLite.

Capture/Web Form

This is the form that people enter their email into (and maybe their name – more on this later).

You can create the web forms you need from inside your Email Provider (MailerLite etc). They give you the code that you need to then copy and paste into your site to position where you want the form to show.

Your form can be a standard embedded 1-step, which is the traditional form, where the web page displays the web form with the name and email boxes, and the button to click to signup, all on the web page. Like you'd see on a Contact Us page. Like [here](#), which looks like this



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Contact

If you need to get in touch, please use this form. Please forgive any delay – we get a lot of requests...

First Name * 

Email Address *

Phone Number

Message 0 / 180

Submit

(Yes, a contact form can integrate into MailerLite etc)

Or your form can be a **2-step** optin process, which has proven to get better optin rates (more people opting in). A 2-step optin process is a button or link on the web page, that on-click, pops up the form.

So when you first see the page, the email sign-up part might look like this...

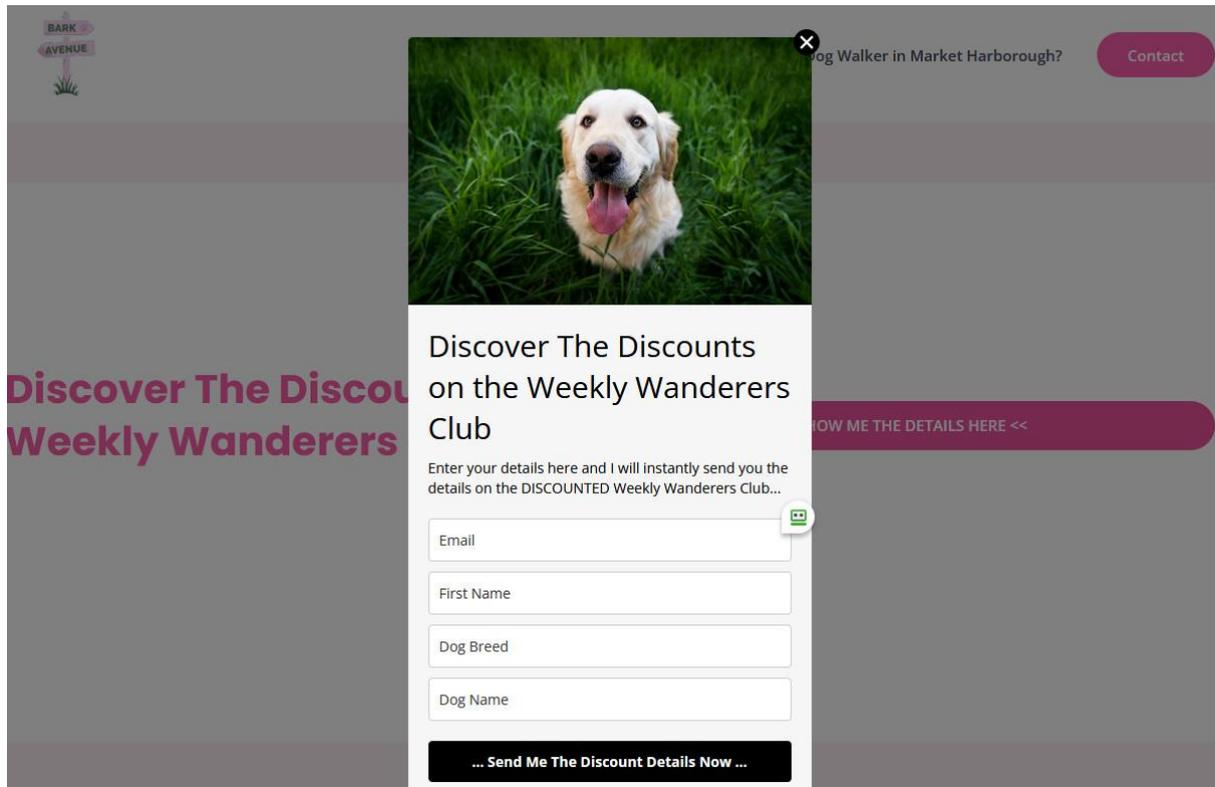
**Discover The Discounts on
Weekly Wanderers Club**

SHOW ME THE DETAILS HERE <<

... and when you click on that pink button on the right, this is what happens... up pops this form...



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Or, instead of creating the forms within MailerLite, you can use a plugin like [Hustle](#), which creates engaging forms on your site for you, and integrates into MailerLite, to then process the emails.

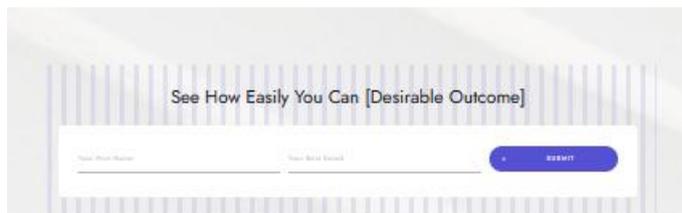
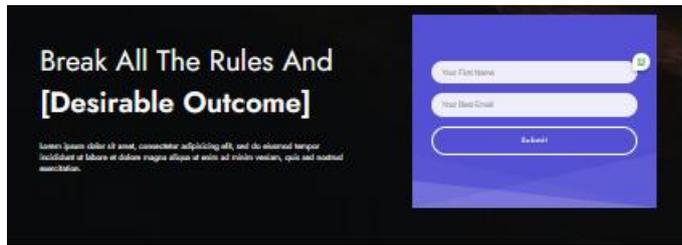
Squeeze Page

A squeeze page is where the only purpose of a page is to 'squeeze' the reader to opt-in with their email, because there is absolutely nothing else to do on that page. Opt-in or bounce back. [Here is an example.](#)

And here...



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You see, there is no other action to take on that page, other than opt-in or bounce back. A squeeze page is often used with paid advertising. If you want to push people to optin, especially if you've paid to bring them to the page, then consider using a squeeze page. It will focus attention on your offer.



Exit Popup

This is a popup window with content in it (maybe an optin form) that appears only when a site visitor moves their mouse cursor up off your web page, towards either the “Back” button, or the “Close window” button.

So it is a method to pull people back who are otherwise about to leave.

It can be remarkably effective. Or annoying if not done right.

Let’s imagine you are selling your Dog Walking sessions and taking payment online. The only page from which you want visitors to leave your site from, is the “Thank you for your payment”, after purchase.

If they leave from any other page, you have lost a potential customer.

So on any other page, you could tailor an exit message, to entice them back in some way. It might be an ethical bribe for which they give you their email address via an opt-in web form.

But it might be a more subtle giveaway or content, without the optin (yet). You might drive leaving customers to a certain web page, with powerful, helpful content (like the “Best 3 leads and harnesses that don’t hurt your dog”), and *then* at the bottom of that page ask for the optin. (This is a more advanced concept – the simplest on-exit popup is the opt-in web form option).



The [Hustle](#) plugin has a fantastic system that is very easy to use, to generate the exit popup you want, that you paste into your web pages. To implement, follow the same process with the header-and-footer code as shown in the [Dog Walkers Club Email Marketing System](#) videos.

Ethical Bribe / Lead Magnet

Your visitors are not going to give you their email address without good reason. And they will probably have good reason *not* to give you their email (like worrying about spam etc).

So you need to give them a *very* good reason to *give* you their email. What are you going to do for them, to make them want to give their email address?

This is your 'ethical bribe' – to make them want to give you their email address. It is often called a 'Lead Magnet' because it magnetises potential leads, prospective clients, to come to sign up with you.

Your ethical bribe should be relevant to the service you offer. Giving a £10 Amazon voucher might be a great offer, but the list of subscribers that you get because of this ethical bribe will not be targeted. And it would be very expensive!

So a discount coupon to your services would be a better ethical bribe, because it will only attract subscribers who are interested in your dog walking service.



But maybe a better option would be something that does not cost you anything at all (a discount coupon arguably costs you however much money you just discounted off). If you have a digital product – a PDF or video – that has value to a potential client or client, that is great. Maybe your 7 best tips.

Or “3 little-known dog walks near [TOWN]” – that would only get your laser-focused subscribers! Only dog owners near your town would sign up.

Remember – you don’t want thousands of subscribers necessarily – you want just enough of laser-targeted subscribers, who are an exact-match for what you offer, where you offer it.

The best ethical bribe to offer does depend where the prospect is on the buying cycle; how new they are to you or how close they are to buying. Has it only just occurred to them that a dog walker might be a good idea and helpful for them? This person needs help and guidance on why having a dog walker (in general) is beneficial, and why you (specifically) are the person to help them.

Or have they had a dog walker for years, but now want to change, for whatever reason. This person mostly needs to know why YOU are the person for the job.

A newer prospect might be more keen to download a free digital online lesson of yours, rather than a discount coupon off something they don’t yet know if they want to buy.



So create a video lesson, for a starter client – maybe “How to Choose The Right Dog Walker” or similar, covering the decision criteria, and at the end, outlining why you might be a great match for them and their dog – and then seal the deal with a discount code or additional benefits.

The coupon on its own as the ethical bribe / lead magnet might be better for a prospect that knows, likes and trusts you already and just needs a special something to tip them over into putting their money on the line.

Maybe. Test both.

You might like to vary the optin. For instance, email optin to get the free guide, then Facebook Like in order to get the coupon.

HelloBar

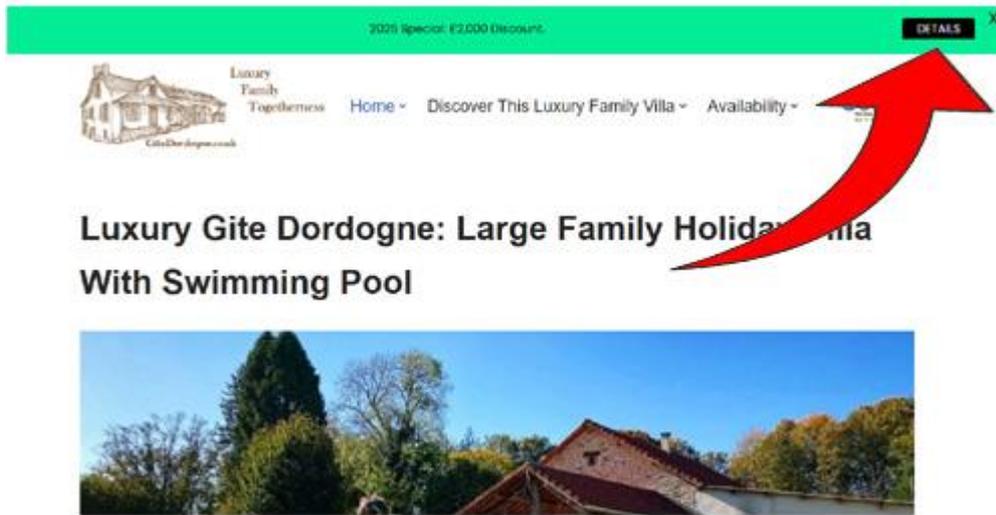
This isn't strictly an Email Marketing tool, but it is very powerful when used for getting new clients by email. A HelloBar is an eye-catching bar at the top of your website, with some information in, and a call to action.

For email purposes, that might be an enticing offer and a button for more information.

Here is an example from our Dog-Friendly villa in France's website...



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(Red arrows added here for illustration only)

That black button at the top right jiggles slightly every 15 seconds or so, to catch attention.

When that black button is clicked, it goes to a squeeze page for that Lead Magnet

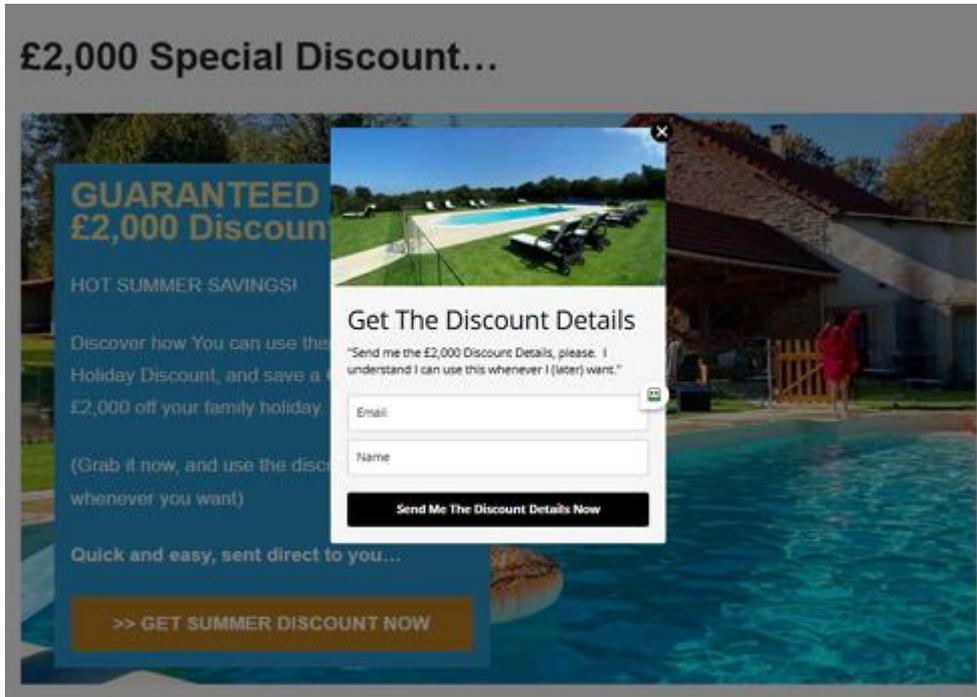
Which looks like this...

£2,000 Special Discount...





And then, as an example of a 2-step optin, when that brown button is clicked, up pops this optin form...



This sequence has proven incredibly effective for bringing in lots of relevant prospective customers.

The HelloBar on the site above is a plugin called My Sticky Bar. There are many others.

Single Optin

After someone has entered their email address into your webform, if you start sending emails to them after this, then this is 'single optin'



Double Optin

With single optin, you **might** get spam complaints if your marketing is overly effective (I think it is unlikely that you have this problem within the Dog Walker industry). To be more sure that subscribers are genuine subscribers, you can have a 'double optin' process, whereby part 1 is to complete the web form giving their email address, and part 2 is they instantly receive an email with a confirmation link in it, which they must click in order to be confirmed as subscribed. Only after this confirmation click will future emails be sent to them.

You can make your own decision. I would suggest that it is unlikely that you will have spam complaint issues within the Dog Walker industry when using a single optin process. The single optin process has the benefit of better optin rates, because with double optin, a certain percentage of people will not click the confirmation link and hence will never get your follow up emails. But a double optin process will only give you serious, committed subscribers who are definitely interested in what you're offering.

List

A "list" is simply the stored list of email subscribers – ie a collection of people's email addresses. And for a specific purpose. You might have 2 separate lists – prospective clients, and existing (paying) clients.



I would strongly recommend that you have further divisions of your prospective client lists, like people who came from Facebook; people who asked for the discount coupon; people who asked for the tips document.

You might also have divisions of your existing clients list; people who are part of your weekly regular club; ad-hoc occasional clients (the emails sent to these might encourage them to join the weekly club); doggy daycare clients etc etc.

Unsubscribe

By law, every marketing email you send must have a link on the bottom giving the option to unsubscribe. And its just the decent thing to do! If that 'unsubscribe' door is always open for them, it means you must provide value in every email.

When that 'unsubscribe' link is clicked, the person's email address must then be automatically removed from your list of subscribers. By using any reputable email provider (like [MailerLite](#) or MailChimp etc) every email you send will automatically have this 'unsubscribe' link at the bottom, and unsubscribes will be automatically processed accordingly. No work for you!



Personalisation

If you have the person's name as well as their email, you can include their name in the email, to make it more personal.

In MailerLite for example, the code or 'variable' you use to insert the person's name in each email is {\$name} for example (you can click a few buttons to insert this – you don't need to type it in).

That will then add that specific person's name into each email.

As a general rule, you will get better open-rates, read-rates and click-throughs and conversion from an email that is personalised, but on the optin form, you will get a higher rate of optin subscriptions if you *don't* ask for their name (only their email address), because the opt-in form is shorter (less to do). The trade off is effective emails; fewer subscribers who do really want to hear from you.

Another level of personalisation you might want to consider is asking for their dog's breed and name. Then you can really personalise your emails to them; "Does [INSERT DOG'S NAME] fancy joining us for a long walk next week?"

How much better response would that email get?

Autoresponder – or Automation Sequence

This is an automatically-sent email, that is pre-planned and scheduled to be sent X number of days after they subscribed or after the previous email.



This does not go to all of your subscribers at once.

Autoresponders are good for ongoing education and giving out timeless information.

It is a wise move to have as many emails as possible scheduled in this way, so you only have to write the emails once (as part of the [Dog Walkers Club Email Marketing System](#) you get access to 5 months of email templates to copy and paste into your automation sequence).

Then send occasional 'broadcast' emails to everyone with time-sensitive information.

Broadcast

A broadcast email is one where it is sent at a fixed time, to all of your subscribers at once. Like a normal email – just to everyone on your list. This is the opposite/alternative to the autoresponder option.

Broadcasts are best used where there is a set date or time when everyone needs to be notified, for example if you are having a sale.

Email Frequency

How often should emails be sent out? There is no right answer to this. But here are some guidelines;

Once per day forever is too much.



Once a month is probably too little.

Test to see what you are happy with.

I would suggest try starting with 1 email per day for the first 3 days or so. Then leave more days in between. Maybe 1 email every 2 or 3 days for about a week. Then 1 email every 3 days for about a week or 2. Then 1 or 2 emails per week ongoing.

The reason for this is because subscribers initially will be 'hot' and interested in what you have. You don't want them to 'go cold'. So you need to help them with what you offer, while they are still keen. Hence 1 email per day. Then slow it down because you don't particularly want them to unsubscribe (unless they buy – see List Automation below). Then over time you drip-feed good quality information.

NOTE – Some level of unsubscribes is OK. Don't worry about it. You cant please everyone and what you have isn't perfect for everyone. Keep going. If people on your list are a good match, with the right emails from you, they will eventually become a customer. So don't be too afraid of slightly over-emailing. With the right messages, the right people will become clients.

Different people will be convinced to buy at different times and different stages after that first optin. So don't neglect them. Give regular updates and helpful advice over time. If it is all pre-planned and written in your autoresponder sequence, then you only need to write it once.



And the [Dog Walkers Club Email Marketing System](#) comes with 5 MONTHS of templates to copy and paste into your automation sequence!

If you follow the email frequency outlined above, then you would want about 40-50 emails to cover 6 months of autoresponder. With short helpful 'tips' emails, could you write 40 tips or short bits of advice, and section it into 40 emails?

Start with just 10. Get started.

(Which is why you get over 60 email templates included with the Email Marketing System, for tips, relationship emails and 'buy now' templates to simply copy and paste into your email sequence).

List Automation

With a quality email provider like [MailerLite](#), Aweber or MailChimp, you can set up rules or automation, so that when someone buys, they go into the 'buyers' email list, and get automatically unsubscribed from the 'prospects', introductory email list.

This means that you don't end up sending 'buy' emails to people who have already bought.



Content/Offer Ratio

If your emails are all “buy-buy-buy” then your subscribers will say “Bye bye”. (sorry, bad word-play)

If your emails *never* ask them to buy then they never will.

(At least, not directly from the email – you can *indirectly* have them take an action from the email, such as read an article on your website, which then does the work of converting them into a full-paying customer.)

So you need to find a happy medium – the right balance – of helpful content emails and ‘buy’ emails. Probably between 70-30% and 90-10% will be OK. Mostly helpful; occasional ‘buy’ email.

Website Conversion

It is a wise move to have some measurable conversion method on your website. Don’t just have a phone number. What if it is after hours? Or they are busy with something else right now? Don’t rely on them to call you. Many will forget, get distracted, general life stuff will happen. And then they won’t be a client of yours.

So have some kind of conversion method on your site, so that when subscribers click from your email to your website, and become convinced of what you offer, that they can ‘order’ right then and there.

So think about what you want them to do.



Could they pay online on your website for their first dog walk? If they are fully convinced of your skills then they will.

Could they complete a “Contact me back” form on your website? This is for you to call them back or email them back – to continue the conversation. At least then, you know they are keen to start, and have their phone number. The simplest way to do this is to use a contact form plugin, but add an extra field for them to add their telephone number, as well as their dog’s breed and dog’s name. I recently did this for a client, using SureForms together with OttoKit.

The best option is a mix of both; something to buy and commit to, if they are ready to book and order (take the money up front), as well as a contact system so you can call them back, or text, or email.

Email Content

What should you write in your emails?

The simplest answer is “What will help my clients?” and “What will help convince clients to sign up with me?”

So your emails should be helpful and engaging, teaching them as you go, as well as displaying how great you are at being a pro Dog Walker!

Don’t aim for an email to be a long missive. Short, sharp, punchy. Fun, entertaining, personal, personable. (sometimes



they can be long, if the story and the narrative need expanding on)

Short emails predominantly, and more of them, spread out over time will be more effective.

Throw in the occasional testimonial email.

What transformational stories have you got from your existing or previous clients? Could you get a video of them being interviewed, saying how they were struggling before hiring you, and then how things were transformed and better after hiring you? See the Dog Walker Video Guide for more details, inside the [Dog Walkers Club](#).

A periodic 'Special Offer' email will help convince the fence-sitter on your prospects email list. Always have a reason for giving a special offer, no matter how relevant it may be. "It's my birthday/my kids birthday/Easter/Christmas/Summer Solstice/whatever event or occasion, so I'm giving away this special offer of 'buy 2 walks, get 1 FREE' today".

(By the way, if you can use the word "free" then do. "Buy 2 get 1 FREE" usually converts better than "33% off". Test "4 weekly walks – Buy 3, get 1 free", rather than "25% off". Also, £0.00 might be more effective than "Free". Sometimes. Test it).



Personable Stories

It is a wise idea to not be too 'corporatey'. Don't try to be a company.

Try to be yourself, be just-about professional enough. Be personable and personal. But avoid sounding like a bank's brochure.

Let people get to know *you*.

Recount stories from your own life or from your clients. You can use such stories as a subtle testimonial for you.

A few years ago, I wrote the following email for a Maths Tutor client, which is a good example of a story email, that is also a bit of a testimonial. (Imagine you were looking for a primary-school-level extra maths tutor for your daughter and had opted-in to an email list for further information, and one day received this email;

"A few months back, one of my young students, Sarah, was struggling with multiplication, so after we'd chatted back and forward a bit, I got to the bottom of where she was struggling...

She just couldn't 'picture' it.

It was a sunny day, so we sat in my garden and got a bag of frozen peas out. We spread the peas out on the patio in rows. How many rows? How many in each row?



Soon, she started to understand the layout and the spatial reason of how multiplication works.

Yes, she had slightly colder hands than she did 20 minutes earlier, but she enjoyed learning it. And it 'sunk in'. We may have flicked the peas away, into my garden, one by one 😊

At her next lesson, Sarah's mum told me Sarah had gone home that day, demanding peas for dinner, and had shown mummy how she could do multiplication now.

Hurrah for peas!

It's not always about peas.

What are you struggling with?

How could I help structure a lesson in an unusual and helpful way for YOUR child?

Drop me a line, hit reply or contact me here on my website to let me know."

If you'd received that email, would you have read it all the way through?

Think how many emails you get, that you *don't* read all the way through.

Think what a potential client's client would be thinking as they read that. If they were a right match for this style of teaching,



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they would love it, and feel like they know that tutor more now.

And probably more likely want to sign up to hire them!

How can you write something like that as a Dog Walker?

...



Conclusion – Now You Decide.

You're free to choose to accept or refuse the offer of the [Dog Walkers Club Email Marketing System](#). You may choose to use only what you've learnt here. You can absolutely bootstrap it. It just takes waaay longer.

REMEMBER: There's 5 MONTHS of email templates in the [Dog Walkers Club Email Marketing System](#), as well as my proven 2-step welcome emails, so do grab those, and copy and paste them into your Dog Walker prospective client emails. Plus there's step-by-step videos showing you how to set it all up.

Either way - Now it's your turn...

Enjoy!

I wish you every success with your email marketing

Kind regards,

Duncan Ritson-Elliott

[The Dog Walkers Club](#)

P.S. How could you automate your emails with 5 months of email templates and exact instructions? Get full access to the [Dog Walkers Club Email Marketing System](#) including all templates and emails <<