

## PODCAST OUTLINE

- 03:38 - Veronica talks about Dog\*biz (Dog\*tec). What it is, how it got started, & what it can offer you the listener?
- 16:41 - Veronica tells us about her books and where you can go to purchase them.
- 19:11 – In this part of the podcast we talk about some of the important things people wanting to start up a dog business and/or animal training business need to consider?
- 20:15 - Here we talk about how there can be huge benefits in raising our prices as dog trainers and potentially re-considering our marketing messages.
- 42:31 - In this part of the podcast Veronica talks about some personal characteristics she feels are important that are beneficial for going into business as a dog professional.
- 49:45 Here we talk about how one might consider specialising their dog training business or branching into niche opportunities
- 1:03:56 Veronica tells us what she would like to see happen in the next 5-10 years in the dog/animal training business world.