

BONUS

CASE STUDY

Pet Waste Removal Business

BUSINESS OWNER

Steve has dealt with many physical limitations for years, and as a result, has had a difficult time making a living for himself and his wife. He has relied on his parents and family for many years. At one time, he had his own lawn mowing service, but back problems forced him to discontinue this business.

Recently, Steve decided that enough was enough, and he desired to have his own business again, but one that he could perform physically.

He wasn't sure what he wanted to do, but he did know that he would rather work for himself than anyone else. One of Steve's greatest joys in his life has been his dogs. He loves not only his dogs, but any dog he comes in contact with. The thought of working with dogs thrilled him, but didn't know in what capacity that would be. In thinking of the needs that dogs and dog owners have that he could meet without formal experience or formal training, Steve decided on one that didn't seem to have a lot of competition, and that was pet waste removal.

Another problem he would have to work around was his fear of cold calling on strangers.

The thought of calling someone he didn't know, or knocking on the door of someone he didn't know, probably frightened him worse than almost anything he could think of. He had to find a way to market without initiating a cold contact. So, how did he get started?

Research

Steve spent time researching other local and non local companies that were in pet waste removal. What he found was that there were only 2 locally, and both seemed to have a lot of overhead in their business. One was a franchise, and the other did quite a bit of expensive type advertising.

This allowed Steve to set his prices much lower than his competitors, because he was committed to starting this business on the cheap without all the expensive advertising.

He also spent time researching what tools he needed to perform his services. This included: a commercial grade scoop, small broom, small shovel, garbage bags, plastic storage container, disinfectant spray, plastic spray bottle, and gloves.

The total cost of these items to get started was about \$65.

Flyers

Steve designed some flyers that he could distribute door to door in certain neighborhoods.

These flyers were rolled up and placed in the door handle of the screen/storm door. This way, he didn't have to "cold call" or ring anyone's doorbell.

He worked only the neighborhoods that appeared to have the discretionary income to pay for his service.

These flyers were creative, funny, simple, and to the point. They are now affectionately known as the "They Poop We Scoop" flyers.

Instead of looking at pet waste removal as something gross, Steve decided to use humor to catch the attention of pet owners. Steve also spent time placing flyers on cars outside local malls and businesses; however, most of the effort was on front doors in local neighborhoods. This was done during working hours primarily.

Steve started with 1000 flyers, which cost about .03 a piece at the local Kinko's - FedEx for a total of \$30.

See the actual flyer he used on the next page.

They Poop We Scoop!

We will "doo" a great job!

	2/WEEK	WEEKLY	2/MONTH	1/MONTH
1 dog	\$48	\$38	\$32	\$28
2 dogs	\$57	\$47	\$40	\$32
3 dogs	\$66	\$56	\$44	\$37
4+ dogs	\$74	\$65	Call	Call

All prices listed are monthly

Please call Steve

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www.scoopersteve.com

Website

Steve also started a website for his new business for only \$1 per month.

That \$1 gave him an internet presence, the perception of a larger business, a way to tell his story to the masses, more detailed information about his service, and catchy web address to put on his marketing materials.

The website took him about 1 hour to build from scratch to completion. He used tiptop's software on their website to build this simple, but effective site.

Steve wanted to "brand" himself and his business, so he chose the web address *SCOOPERSTEVE.COM*. This web address found its way onto EVERY piece of marketing Steve created.

Check out a picture of his actual site on the next page.



Call Scooper Steve!

Home

THEY POOP



WE SCOOP!

Scooper Steve has had a passion for dogs his entire life. All the dogs he has ever owned, have truly been cared for like family. He currently has 4 dogs, so his pooper scooper experience has been extensive to say the least. Scooper Steve, along with his wife, Sharla, started this business out of their love for dogs and desire to provide a valuable service to other dog lovers in Amarillo.

What to expect:

When you hire Scooper Steve, your yard will be clean of pet waste. Scooper Steve will come to your house, remove all pet waste, remove any small peices of trash lying around, put food/water out for your pet if needed (extra fee may apply depending on the situation), and any other pet need as agreed upon by you and Scooper Steve. Scooper Steve also uses a disinfectant on his tools after each job to better protect the health of your pets. Each month, you will receive an invoice from Scooper Steve for his services. Scooper Steve also appreciates any referrals you are willing to give.

Prices: All prices listed below are monthly! This is the best value in town!

PRICES

	2/Week	Weekly	2/Month	1/Month
1 dog	\$48	\$38	\$32	\$28
2 dogs	\$57	\$47	\$40	\$32
3 dogs	\$66	\$56	\$44	\$37
4 dogs+	\$74	\$65	CALL	CALL

Get on Scooper Steve's schedule, before it gets full!
"Doo" it TODAY!

Now, Steve was off to a great start, but he didn't stop there. He went to a local t-shirt shop and bought 5 different color shirts for every day of the week.

The t-shirt shop set up a screen print of his web address to place across the front of the shirts. The shirts cost about \$8 a piece and were well worth the investment of \$40. This gave Steve's business a "uniform" that also advertised his website.

As his income grew, he also added matching hats.

Business Cards

Steve decided to make his own business cards on his computer. He already had the software that would do this, so all this cost him was \$5 for the business card stock from the office supply store. If he didn't have his own software, he could have ordered them online for about \$15.

His cards were kept VERY simple. Name, number, web address, and the funny slogan, "we do...doo".

Free Advertising

One thing Steve had going for him early was that he was already a member of an online community. His community had about 80 people in it when he started.

When his business was ready to roll, he let everyone in his community know that he was starting a new business and placed the link to his new website. When he did this, he noticed the number of visitors to his website really started to increase. **HIS MESSAGE WAS GETTING OUT!!**

This didn't cost him anything to do. Friends in his community began asking questions and making comments about his new business and website, and were willing to help Steve build his business.

TOTAL COST

The total cost it took to get Steve's business up and running was a mere \$141.

- \$65 - Materials/tools**
- \$30 - Black and white flyers**
- \$1 - Website**
- \$40 - T-shirts**
- \$5 - Business Card Stock**

Think about that. When people are spending THOUSANDS and THOUSANDS of dollars on starting businesses, Steve gets started for less than **\$150!!** Even the competitors locally in the same service, paid THOUSANDS for franchise fees, advertising, etc. What did Steve risk in this venture? **VERY LITTLE!**

Starting a successful business on the cheap is not impossible, but is being done every single day by people just like you. Implement a few of these strategies and get started today.

The WealthBuilder's Team