



## LABRADOR BOX CONTENTS

### TRAINING MANUAL:

Labrador Training Manual – 80 Pages
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### BUSINESS SET-UP:

Business Name
What Services should you offer
What should you charge
Business invoicing and accounting software
Primary Aim
Vision Mission Values
Business Story
Business Goals Worksheet
Task Log Worksheet
Dog Walking database

### BUSINESS ADMIN:

Service and Price List Template
Price Increase Email Template
Team Member Leaving Email Template
Overdue Invoice Email Template
Outstanding Balance Email Letter Template
Debt Retrieval Email Template
Christmas Holidays Schedule Email Template
Christmas Services Reminder Email Template
Christmas Staff Reminder Email Template
Cancellation Policy Email Template
New Customer Booking Enquiry Template – Cat Visits
New Customer Booking Enquiry Template – Dog Visits
New Customer Booking Enquiry Template – In-Home Pet Care

Customer Booking Enquiry Template – House and Pet Sitting
Customer Booking Enquiry Template – Pack Dog Walking
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Customer Booking Confirmation Email Template (Regular Walking Customers)
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Dog Walking and Feeding Booking Form
Dog Walking Booking Form
Pet Sit Live-in Booking Form
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Service Agreement

#### FINANCIAL:

\$100K Sales Forecast and Budget Worksheet
Business KPI's Worksheet
Profit and Loss Worksheet

#### MARKETING:

Promotional Adverts – Unique Selling Proposition Email Template
Promotional Adverts - Christmas Vet Letter Email Template
Promotional Adverts - Easter Vet Letter Email Template
Promotional Adverts – Existing Team Member Promotional Vet Email Template
Promotional Adverts – New Team Member Promotional Vet Email Template
Promotional Adverts – Newspaper Advert Examples
Promotional Adverts – Christmas Gift Idea Customer Email Template
Promotional Adverts – Christmas Letter Customer Email Template
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Promotional Adverts – Vet – Free Walking Passes Email Template
Promotional Adverts – Charity – Free Walking Passes Email Template
Promotional Adverts – Other Pet Businesses – Free Walking Passes Email Template
Promotional Adverts – Cancelled Regular Dog Walking Customer Base Email Template
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Ideal Customer Buying Journey

Unique Selling Proposition (USP)
Website Build
Lead Generation Channels
Lead Cost & Coverage
Lead Budget Planning
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Referral Programme
Front End Offer Direct
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Packages
Continuity Programme
Frequent Buyer Programme
Customer Satisfaction KPIs
Testimonials
Annual Marketing Calendar
Marketing KPIs

*\* All documents are created in Word and Excel for ease of download and amending.  
Manuals and educational material are PDFs \**