



Earn More Beyond the Sale Team Up with Pet Product Vendors

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For most pet breeders, the only income they see for all their hard work is at the sale of a puppy. But think about this: Americans spent \$55.7 billion on their pets last year. Only \$2.2 billion was the actual purchase of live animals. The rest was toys, beds, pet food (\$21.6 billion), grooming, training, sitters, walkers, vets, etc. This week we look at ways to cash in on that spending by working together with the providers of those goods and services.



A bit of background: Baby Boomers are filling their empty nests with pets, and loving them like children. The popularity of pets has grown at a steady 4-6% a year since the American Pet Products Association started record-keeping in 1996. As dogs have moved from the backyard to the front room, owners are more particular about their pet's food, appearance, odor and happiness. They care deeply about their pets.



Pets are babies to Baby Boomers

So how do you, as a breeder, broaden your sources of income?

Recommendations. Do you use a favorite pet feed or pet care product? Talk to your distributor about promoting that product to your customers and receiving a discount on your own bill in return. You can promote it in your "Puppy Packet" when selling the pet, or in subsequent emails, Facebook posts, blog posts, on your website, etc. With the decrease in readership of magazines and newspapers, most companies are eager to find grassroots avenues of promotion via people like you.

Direct Sales. Consider stocking the items you recommend to your pet buyers and selling them via your website, Facebook page or at the kennel. When you send a sales agreement by mail or email, you can include an order form for basic items the new puppy owner will need. Buy bulk or wholesale for the greatest profit.

Reviews. If you have a website or blog that has a significant following, many companies will be happy to pay you for a review of their product on your page, plus you'll get a free sample!

Share Advertising Costs. If you plan to run an ad in a publication or online, consider sharing some of the space with a pet product vendor you like, and you can split the cost of the ad.

Videos. Do you post videos online of your puppies, your training recommendations or other pet care topics? Why not offer a bit of promotion for a favorite product on the video? You can charge for it, to help cover your video-making costs, or you can do an exchange for products to put in your puppy packets.



Events. Did you want to promote your kennel at a community event? Consider sharing a table or booth with a pet product vendor. That will bring more people to your table, and cut your costs. Or maybe you want to sponsor a get-together for pet owners or prospective pet owners at your place or at a park... you can get the entire event paid for by selling co-promotion opportunities to pet product and service suppliers, for example their logo on beverage cups, napkins, plates or table banners.

If you sit back and think about it, more ideas will come to mind. You want to stay in contact with customers after sale, and these folks who provide dog walking, pet feed and so forth NEED a way to get in touch with pet owners. Partnering up is just natural. Reach out. Talk to them about it. Build those relationships. And start earning more!



A classic partnership: Betty Crocker and Hershey's
What partnerships can you make happen?