



Where dogs come first!
CELEBRATING OUR FIRST YEAR



Woof! What a year it's been here at Wagg-On Dog Grooming. From its launch on a soggy, windy September day at Mugdock Country Park in 2013, here we are a year on and going from strength to strength, with new customers coming on board every week.

I have groomed big boys, little ladies, hairy hounds, playful pups, working gun dogs, guide dogs, rescue dogs. I have gone from a zero customer base to just under 200, with many of those customers having several dogs. The majority of my customers are on regular schedules ranging from 4, 6, 8 and 10 weeks, with most booking their next appointment at the end of the groom, which means Wagg-On is booked up well in advance. This is where the Text Reminder Service has proved to be very useful when customers book appointments several weeks ahead.

Many customers have enjoyed complimentary grooms as part of the Faithful Friends Loyalty Scheme where, after 10 grooms, they are entitled to one free groom (for their dog!). There have also been a number of discounts given as a result of Referral Fee Scheme for recommending a friend.

There has been lots of happiness, laughter, giggles and chuckles with my little (and not so little!) canine customers, who experience one-to-one attention in the Salon. It is always hard when any of us lose a pet and so there has been some sadness too when I learned that 2 of my delightful canine customers had passed away.

There have been requests from several people for an opportunity to work with Wagg-On which is a huge compliment! Working largely alone, I take my continued professional development very seriously and I have attended several

workshops on everything from canine behaviour to first aid, as well as grooming and styling, which continues to build on my City and Guilds qualification. Putting into practice what I have learned, positive reinforcement of desired canine behaviour is my approach.....and this involves high value treats such as chicken, bacon, liver – a hit with most of my pooches!

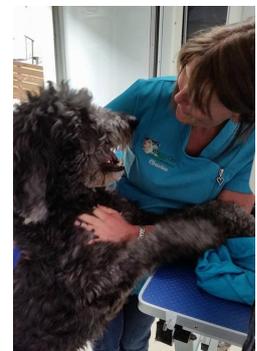
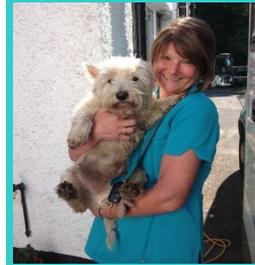
As for the future? Well, I have lots of plans for Wagg-On, so let's just say....watch this space!

On a more personal note, I would like to publicly thank my wonderful partner, Jim, who has been a fantastic practical support to me – he works away quietly in the background, making sure my van is super clean and does so many behind-the-scenes jobs to help me out, my dinner's always on the table when I come home from a hard day's grooming, oh, and there's usually a hot bubble bath and a glass of wine waiting for me too! Thank you Jim – you are the best! Thanks also to my mum and dad, and to my brother, who all quietly support and encourage me and who were there to pick me up on the occasions when I went into major panic mode at the outset of Wagg-On. It was a huge undertaking and a huge decision to leave a stable job to emBARK (!) on something so totally different, but I have no regrets and I am glad I took that leap of faith. Thanks also to all my new grooming colleagues who have provided invaluable support over the past months. And finally..... thanks to all of you! Wagg-On would not be here without you and I know it! So.....here's to another successful year.....

With warmest wishes and woofs,

Christine

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