

**FROM SAGE ADVICE  
& GROOMERS HELPER**

**ABOUT CHUCK**

Chuck Simons is known in the pet grooming industry as the **SAGE** - a Salon on Grooming Expert. He has traveled across the country and around the world presenting money making seminars for new and experienced groomers.

Chuck offers his services as a consultant through **SAGE Advice®**, where customers receive Chuck's expert knowledge of the grooming industry. He has helped groomers around the world through email and telephone chats to launch their businesses and build their success.

If you would like a sample of **SAGE Advice®**, visit the web site where you can find a variety of free information including eBooks and check lists. The web site address is:

**[sageadvice.biz/freeadvice](http://sageadvice.biz/freeadvice)**

Chuck is also well-known in the industry for his invention of the leading pet safety system for professional groomers - **The Groomers Helper®**. There has never been a more important tool for groomers and thousands have been sold since the product first arrived on the market.

For more information on this important safety tool, visit the web site at

**[groomershelper.com](http://groomershelper.com)**

**Call 866-987-2426  
to order  
SAGE Advice® or  
Groomers Helper®  
products.**

# Pet Profits From A Pet Profit

## Fail to plan? Plan to fail!

Although many old maxims are obsolete in today's modern day business world, there is still no better remedy from failure than planning your strategy and mapping out your goals. While some of us have yet to even think about retirement, many are on track to success with a solid plan that they are using every day.

Here are some simple steps presented in the **Pet Profits by a Pet Prophet** seminar:

- Fail to Plan, Plan to Fail
- Stay Motivated!
- Save Money!
- Continue Your Education.
- Volunteer Your Time.
- Build Your Business.

A reputable accountant could be one of your best friends as you work towards retirement. You want to concentrate on building a business that you can capitalize on and sell for a profit. According to industry statistics, more than 100,000 groomers will begin their career between now and 2020, and many of them will

want to own their own salons.

Staying motivated can be a challenge to many, especially when retirement seems so far away. But time is a precious commodity that cannot be replaced, so working hard is sure to help you reap future benefits.

And retirement does not necessarily mean 'not working.' Many successful retirees have left their day jobs to pursue dream projects that they did not have time for during their busy days managing their business. Many people move into teaching jobs or volunteer to help their community and would never think of stopping to lead an active life.

So think about your retirement and visualize your retirement dreams! Get started today!



Visualize your retirement dreams!

## Act locally, think globally

When it comes to acting locally, a successful groomer should do everything they can to let the public know they are in business. This does not mean spending a lot of money on advertising, but being a part of their community and presenting themselves to the public as the local pet care ex-

pert. Most cities have their own regional news bureau or affiliate station where a pet expert's input is needed. You may be quoted in the newspaper or on the radio about the importance of proper pet care. Or you may be able to participate in a local pet event where the entire com-

munity has gathered and you can present them with expert advice. The internet and social media sites are also terrific places to spread the news about yourself and your business. Don't hesitate to send your credentials to local news agencies. Tell everyone that you are available for their event!