

**K9joy®**

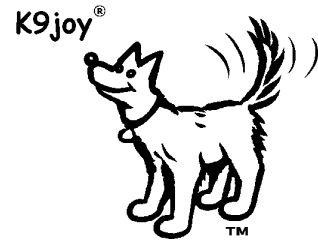
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## **Organizing a K9joy Seminar/course event as a leveraged fund-raiser**

**Are you related to a dog organization that needs money? If so, you can use K9joy's seminars for fund-raisers!**

The purpose can be to make money for some specific objectives, but it does not have to be that.

We are often approached by people who would like Mogens Eliassen to come and do some coaching or training for a group in a specific area that really only attracts a small group of people. The problem with this approach is often that the transportation expenses kill the good ideas, so the project becomes unaffordable for the people who wanted it...

There is a solution to this: leverage Mogens' time when he is there!

This means: **arrange some public seminars also – and use the proceeds from those to finance the entire project!** Or, if your organization has a different purpose, then you simply pursue that with the proceeds generated from organizing the event.

If you are a seasoned marketer, you will know how to do this, *your* way. Whatever works for you, in your experience, is worth doing again; so do not think of changing your proven approach if you know it works.

However, if you are *not* a seasoned marketer, then here is an approach that *can* work:



1. **Sign up for K9joy's affiliate program.** You do this at <http://k9joy.com/affiliates>. You can sign up as a person, or on behalf of your organization – your choice.
2. **Get yourself an inexpensive web site.** You can get one that will do everything you will need for this project from <http://k9joy.com/webservices>, if you do not already have one.
3. **Identify the seminars/courses** you believe will have an audience in your area. You can generally use our page <http://k9joy.com/dogtraining/seminaroverview.html> to get an overview of our most commonly used seminars – but if you spot a need in your community for something very special, let's discuss it! We can normally respond very quickly to any "hot topics".
4. Put a tentative plan together for when you would like to do what. **Let us know those dates and locations**, and we will include them on the web pages for those particular seminars!
5. Do your math and **find out what your financial goals are**. Translate those goals to "number of participants" in those public seminars.
6. Identify your peer group and **divide areas of responsibility** amongst the peers. The tasks you need undertaken are these:
  - Finding **facilities for hosting** the events. You will normally get the best deals from private schools and churches, but also colleges, universities, recreational centers, and hotels in the area can often provide good facilities at reasonable prices. You will generally not need professional congress centers... Do not worry about space, if you can host the minimum number of student you need. It is always possible to find bigger locations if you really need it!
  - **Identifying channels to reach the target** of your marketing. You should consider at least the following:
    - Public bulleting boards and park entrances
    - All kinds of local businesses that deal with dog owners, including groomers, pet stores, vets,



dog walkers, obedience schools, guard dog trainers, etc.

- Shelters and rescue organizations
  - All kinds of volunteer associations and clubs, dealing with dogs, such as fly ball clubs, agility clubs, breed clubs, SAR groups, on-line newsgroups and forums, etc.
- **Divide responsibilities among the peers** and **set personal goals** what exactly is to be achieved by the individual. Goals must be measurable! And they must be relevant to what you need. "Sending out 200 fliers to the dog clubs" is not a goal. But "Getting a minimum of 40 participants from club A, B, and C through invitations made by fliers and phone follow-up with the leaders" is a worthy goal.
  - **Agree on a way of measuring and rewarding the efforts of each peer.** You can use K9joy's affiliate program for this by simply assigning a specific "campaign marker" to each peer. But you can also do this in other ways, if you prefer.
7. Got to <http://k9joy.com/dogtraining/marketing/tools.html> and **find the promotional tools** that fit your choices of seminars. Among those tools are WORD documents that you can use as templates and print out after inserting the correct dates/locations/contact info.
  8. **Create one page per peer on your own domain.** Keep the name simple, like <http://yourdomain.com/john.html> - referring to the peer named John.
  9. **Code that page** to automatically refresh or forward to the appropriate K9joy page for signing up, and include the correct affiliate information in the forward link! You do this by inserting this meta tag between your `<HEAD>` and `</HEAD>` tags on the page:

```
<meta http-equiv="Refresh" content="1;
URL=http://k9joy.com/dogtraining/food.php?camp=XXX\_john">
```

In this example, we used the food seminar for illustration, and used `xxx` for your affiliate number and `_john` as the



campaign marker. You should easily be able to adjust those parameters to fit *your* particular situation.

10. **Use the simple URL on the fliers** – each peer his/her own, so you can track the results later through K9joy’s affiliate program – and you avoid a long clumsy affiliate coded URL that is too long for people to use (and too risky also when people have to type it into a browser – long words that do not make sense will get misspelled – and you will get errors as result...)
11. **Give each peer a master flier** with his/her URL on – and him/her make the necessary copies. If some peer has more than one main marketing audience to approach, it can be a good idea to give this peer different URL (and different pages on your domain) for each of those groups, so that this peer can track the effect of each campaign. This is particularly of value if the peer is to approach both local groups (through fliers) and on-line groups (by passing on a link in a post), or several other groups that are very different in nature and expected response.
12. **Check how the campaign goes** by logging in to your affiliate account!
13. **Share progress news with your peers!** Let the successful ones explain what they did that worked, so others can learn from it. Keep the group as a team and help those who don’t reach much to reach better results.
14. **Continue to update the group** on new possibilities for targeting dog owners. Start new campaigns whenever such an additional target is identified.
15. **Keep connected with us**, so we can possibly help you with ideas, inspiration, tricks, and other things that might help you achieve your goal – which is our goal as well.

Please note that you do not need to sign all your peers up in K9joy’s affiliate program. The plan above will work when you (or your organization) will do it. The rest is managed through your campaign markers, one for each peer or for each project assigned to a peer. Every time a customer makes a purchase through k9joy’s web site,



your campaign marker will be attached to that sale, so it is easy for you to check which peer made how many sales.

You can use this to reward the peers your own way. You might simply pay cash. But you might also deduct a certain amount from the ticket this person would have to pay for “the real training event”. It does not matter to us how exactly you do this, but we strongly suggest that there be a tangible reward to each peer for valuable contributions to the goal.

You might also allow the peers to sign up themselves as K9joy affiliates. It will still work. You will then get a tier-2 commission on their sales, but the main thing is that the event will run.

You still have some additional financial power in the sale of products from the seminar. In our experience, 2/3 of an audience will buy products from us after at the seminar. Those sales will be included in our overall deal with you (affiliate commissions) – and you could most likely make a handsome profit on that alone, so you would not have to retain any profits for yourself from the sign-up fees. This makes it simpler to allow all the profits from the sign-ups to go to the peers or towards paying their tickets for “the main event”. (This is why it really makes only little difference – if any – if your peers sign up as K9joy affiliates or not. In fact, on a longer term, it is your advantage that they do sign up – but, for this particular event, it does not matter.)

If you have any questions or ideas pertaining to this, please let us know. We would be happy to help your get your event to “take off” – and we would be happy to help others do the same.

Cheers,

K9joy Affiliate Support Team