

Ellen Ehrlich

Ellen Ehrlich, of Royal Canine Mobile Grooming LLC, proudly announces the publication of her book, **GO MOBILE AND SUCCEED, The MUST HAVE Manual for Starting and Growing Your Mobile Grooming Business**. This long-awaited and information-packed book is a gift to the future generations of mobile groomers. In fifty concise pages, Ellen has laid out a roadmap for people who are interested in being part of the booming business of mobile pet grooming. It also contains ideas aplenty for established mobile groomers who want to crank their customer service up a notch.



Readers can follow along, step by step, as they read about how Ellen moved into a completely new career in pet grooming and set up an extremely successful mobile salon. Within three years Ellen had paid off her new van, all her canine clients weigh under twenty five pounds, live within twelve miles of her home, and are groomed on a maintenance schedule. Her formula worked for her and can be tailor-fit to work for you. This is the information she wishes she had when she started her mobile grooming business.

Topics include: scheduling, routing, pricing, breed and breed trims, policy/release forms, customers, overbooking, working on Saturday, marketing, advertising, client calls, newsletters, testimonials, the three most important questions, insurance, the van, mobile tips, health and safety, and more.

This book will help you answer the all-important question: Is mobile grooming right for you