

## A matter of distinction

“When you look inward, like Tara did, and push yourself to come up with ways to serve your clients, you end up redefining what you do and expanding your services. The funny thing is, the other dog walkers in my neighborhood who keep losing business to Tara incorrectly think of her as the most expensive dog walker. A lot of them try to win back their clients by offering discounted prices. But they’re playing the wrong game. Tara’s services aren’t commodities.

“While it’s true that Tara is the highest-priced dog walker—well, her team is; she’s employed two other walkers full-time—the more accurate way to describe her is as the dog walker who offers the highest value. And,

of course, she’s much more than a dog walker. She’s running a thriving dog lover’s business. By redefining her business based on delivering value, she effectively beat out the

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