

a dog. After we were done talking, I encouraged her to rethink how she priced and positioned her services. I suggested she come back to me another time so we could start our relationship anew. She did and here is what happened.

“Tara came back after a weekend of thinking and started asking me about my dog and why I wanted him to get walked. That led to a whole conversation about how important my dog is to the happiness of my family and how we all love him so much and want him to have the longest, healthiest life possible. She was getting to know me in a deeper way, but I also learned something because I hadn’t ever expressed exactly how meaningful our dog was to my family.

“Tara thought about what I told her, then began telling me all these new things she could do, like advising me on nutrition for my dog, grooming and training. She also had lots of ideas about accessories, like winter booties to protect his paws from salt on the roads, and the best chew toys to ensure dental health. She awed me with her expertise. I could be wrong, but I think she impressed and surprised herself a little too.