

[Free] Pet Business Planning Almanack - 2017

## Pet Business Planning Almanack - 2017

*Lauren Darr, Ellen Zucker*

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**Lauren Darr, Ellen Zucker : Pet Business Planning Almanack - 2017** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pet Business Planning Almanack - 2017:

0 of 0 people found the following review helpful. Tons of info to market your businessBy pughusbandVery useful information for planning marketing. Appreciate the added sections for the Unconventional Holidays and Traditional Holidays.0 of 0 people found the following review helpful. Five StarsBy Mona Straubawesome book0 of 0 people found the following review helpful. GreatBy CustomerAmazing information that I will lose because I will need it daily great ideas and great information a win-win

The Pet Business Planning Almanack 2017 is the ultimate marketing planning tool for pet businesses or businesses that want to incorporate pet themes in their marketing. In its fourth year of production, this go-to resource has been expanded to include even more information. Traditional Holidays and observances have been added while the Unconventional Holiday section has been widely expanded to break down the holidays by date, week, and month. Pet Holidays have been increased and are separated by date, week, and month also. The Media / Publications section has grown to include top pet blogs. More Fashion Week listings are included. Plus, Pet Industry Organizations have been added. There are even more marketing articles that include: Build A Marketing Communications Strategy, Do It Yourself Branding Basics, Design Considerations For A Logo, Get The Most Out Of Trade Shows And Conferences, Pump Up You Press Kits With The Right Material, Your Database Is Your Goldmine Take Care Of It, Five Simple Ground Rules For Brainstorming, How To Use Holidays For Your Promotions, Advertising Vs. PR: Know The Difference, How To Decide On What Trade Shows To Attend, Use Fashion Weeks For Your Pet Fashion Business, and Create A Meet And Greet Mindset. This compilation of pet industry information is an indispensable tool that wouldn't be complete without the Astrology section written by Ellen Zucker that so many look forward to each year. Her cosmic insights are tailored to pets, fashion, business planning and mindset. This includes her 2017 Astrological Overview, Monthly Overviews, Fashion Thru The Signs, Long-Term Fashion Trends, and guidance on Void-of-Course Moon, Monthly Lunar Cycles, and Mercury, Venus, and Mars Retrograde.

I use the Pet Fashion Almanac for reminders of important dates related to pets throughout the year. This book is right by my computer so I can have it ready as my go-to reference. Thanks, Lauren, for making keeping up with dates so easy! - Cindy Dunston Quirk of Scout Zoe's I LOOOVE the Almanack!!!! It is right next to my computer and whenever I'm planning my day or need to know what's happening, I just open the book and all info is there -from pet holidays to trade shows....even pet media that I can reach to if needed! And, let's not forget that the astrology overview can be addictively fun! - Ada Nieves of ada nieves for pets I've found the "Pet Business Planning Almanack" to be one of the most useful directories for anyone in the Pet Industry. -Theresa O'Connell of Wren Sparrow The "Pet Fashion Almanac 2015" is the bible of event planning for Pup Scouts with monthly pet holidays being at your fingertips. I'm so looking forward to the release of The "Pet Business Planning Almanack 2016". I'm positive it will be the "go to" resource of leaders in the Pet Industry. - Kay Lorinc of Pup Scouts A great tool for those of us in the Pet Fashion Industry. A must have item. - Patt Savastano of Spoiled Dog Designs I always love looking at the "Pet Business Planning Almanack" for fun upcoming pet holidays throughout the year and Lauren puts together such a wonderful list of pet organizations! Everyone should have it. - Nancy Hassel of American Pet Professionals The "Pet Business Planning Almanack" is a great resource for everyone ranging from the pet industry professional to the animal lover; in other words it has everything PET! This book will become your "go-to" reference tool for everything from pet holidays, pet organizations and rescues to business and marketing strategies. As host of "The Doggy Diva Radio Show," I have used information from the 2015 edition as a resource and my listeners have found it to be truly "paw-some!" There also is an in-depth astrology section by Ellen Zucker, a pet fashion astrologer. You will love it! - Susan Marie of The Doggy Diva Show The Almanack is an instrumental, must-have for anyone in the pet industry. It keeps track of important dates such as the trade shows, or simply reminds us of fun pet days that we can use to our advantage to make promotions or special sales. It makes my calendar search simple! It's all there at the reach of the hand. The astrology makes it even more fun and it brings a smile to my face thinking will be a good day :) Thank you Lauren Darr! She is genius! - Ada Nieves of ada nieves for pets A wonderful tool for finding up-to-date resources and trends... - Susan Traub of Royal Animals, LTD. The Almanack is an incredible tool for the start up or established pet business. As an instructor in the pet certificate program at FIT, I am going to recommend this book to all of my students. - Carl Ferrando of Puppy Uppers, Inc. Let's be frank... I just love this book. It's chock full of all the resources I need to write fantastic blog posts, to learn about who's doing what in the pet world, and it's full of inspiration. It's a must have for any pet parent on the planet! - Yvonne Divita of BlogPaws Everyone is always saying they want to know more about what is happening in the pet industry - and The Almanack is that resource. Easy to read and jam packed with useful information! - Shawna Schuh of Women In The Pet Industry Everyone in the pet industry can benefit from this almanack. For me, as a cat expert, celebrity cat consultant and writer/blogger, I like to keep a hard copy on my desk for easy reference of pet holidays and trade shows. The astrology is bonus! -Layla Morgan Wilde of Cat Wisdom 101 About the Author Lauren Darr is on a mission to unleash pet style by elevating the overall visibility of the pet fashion industry through empowerment of pet fashion professionals. She has over twenty years of marketing experience and has consulted with companies of all sizes- specializing in trade show marketing. Darr has won over 40 marketing awards and is a #1 best-selling author. Most importantly, she's been a pug lover since her first rescue to White Pines Tuttie circa age five. Tuttie was a magnificent creature that let little Lauren do everything with her. They played together, bathed together, ate together, and slept in the same bed. Most of all, Tuttie was completely happy to let Lauren dress her up, put clippy earrings and lipstick on her, and push her around in a shopping cart. She understands the deep roots and connections created between humans and animals through fashion because of the kinship. Her book about Tuttie, Lipstick On A Pug, won the Dog Writers Association of America Maxwell Medallion

for 2015 Children's Book of the Year. Her publishing imprint, Left Paw Press, has printed numerous books on pet fashion, pug children's, medical, racing, and coloring. In August 2013, Lauren combined her marketing experience and lifelong love of pet fashionology to launch International Association of Pet Fashion Professionals, an organization created to provide educational materials for pet fashion professionals. She's been named a "Paw-er Woman" by the Fidose of Reality blog and was a 2015 16 finalist for Pet Industry Woman of the Year by Women In The Pet Industry. Lauren also completed her pet fashion certification from Fashion Institute of Technology (FIT) in New York City in 2015. Lauren's Chicago-area life is busy with her stock-car racing son, geneticist husband, and the most stylish dog at the race track, BellaEllen Zucker is cat-mom to a sweet and sometimes cantankerous orange tabby named Champagne who purred his way out of a shelter cage into her heart. Ellen is also a professional astrologer with over 30 years under her belt. In addition to working with clients both locally and online, she teaches classes and lectures. She is author of the weekly horoscope column on the site PawCulture.com, has authored the astrology chapters in The Pet Fashion Almanack since 2014, and serves as president of the Philadelphia chapter of the national astrology organization, National Council for Geocosmic Research. Her goal is to help you connect with your own inner wisdom, strength and power through the timeless and profound wisdom of astrology.