

PRODUCTS

SHANNON BARNARD *K9 BYTES GIFTS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I think every year should be Year of the Dog! I've been sharing social media posts and created a printable calendar for my customers.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Occasionally a customer will contact me because the Post Office has lost their package. I always send a new package out immediately and have gained pleased, repeat customers.

Do you consider yourself wise? How so, and how have you developed this trait?

I look at new opportunities and product ideas and put them in place if I think they will grow my business.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I create 90 day plans each quarter. I am part of a mastermind group, which I use to bounce ideas off of and to keep me accountable.

How will you make the Year of the Dog the Year of the Woman



and the Year of You the best year yet?

I am concentrating on growing my business. What better year than this one?

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I do believe I am lucky. The right people come into my life at the right time. That doesn't mean I just wait for luck to happen. I always put out the intention that the right people are there for me.

Where do you think cats and other pets fit in when it comes to your marketing? Do you

focus solely on dogs or are you diversified and how do you spread your message?

I may lean a little towards dogs, but I also have a lot of loyal cat loving clients. I aim to include cat products and stories in my newsletters and social media posts.

What has a customer told you that made your heart sing?

I love it when a customer takes the time to write or send a picture of their pet. Some of the heartfelt testimonials I've received include: "Thank you! We love your collars!!", "I'd recommend Shannon and her products in a heartbeat. She shipped fast and the packaging was awesome. I loved everything about buying from her and will again.", "K9 Bytes is the best place to purchase cat and dog collars! Lots of soft collars to choose from! And great customer service with a personal touch!"

What opportunity do you wish you had jumped on?

I have always wanted to open a dog bakery and boutique. There was a restaurant/bar for sale near me that I could have made it into a (Bar)kery, but did not jump on it.

Describe your perfect customer in detail.

My perfect customer is a passionate animal lover who considers her pets a part of her family. She loves to spoil them and always includes them in holidays and celebrations. She likes to shop for made in the USA products handcrafted by small manufacturers. She appreciates the love I put into my products.

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