

# Pet Boss Club

Just started your first pet business? Opened a second retail location or expanded your services to a new location or region? Ready to start something new and sell your pet business? If you answered “Yes” to any of those questions, then the Pet Boss Club is for YOU!

No matter what stage of business you’re in, the Pet Boss Club can help you. Founder, Candace D’Agnolo, started her own multi-location business, including retail and pet services (daycare, grooming, boarding and dog walking) and successfully sold them all for multiple seven figures. The one thing she wished she had, but couldn’t find, was a support system of industry peers and mentors. So, she created The Club!

The Pet Boss Club is Pet Boss Nation’s signature product—our monthly membership program. The Club brings Pet Bosses together in a tight community where every month you continue to grow your knowledge in the areas of sales, marketing and leadership, to take your business to the next level.



## INCLUDES

- ✓ Online portal with business tools and tips specifically for pet business owners
- ✓ Exclusive Facebook group, where all the action happens
- ✓ Weekly community Q&A sessions with Candace
- ✓ Weekly group connection calls between Pet Boss Club peers
- ✓ Monthly deep dives into Sales, Marketing or Leadership
- ✓ Monthly Marketing Toolkit with promotional planner and social media graphics
- ✓ Quarterly Member Mixers - have fun, win prizes!
- ✓ Perks and Discounts - free access to PBN events, Mentor program and partner discounts, free swag!!!

## JOIN US!

Get access now: [petbossvip.com](https://petbossvip.com)

Still have questions?

Send us a note at  
[hello@petbossnation.com](mailto:hello@petbossnation.com)



# Pet Boss Mentor Program

89% of small business owners who didn't have a mentor wish that they did and 50% of small businesses fail after five years when their financing or enthusiasm, or both, run dry. Don't wait until then to get a Mentor...the time is now!

The Pet Boss Nation Mentor program is an amazing group of experts in their fields. who open up their schedule to provide 1:1 consultations to you!

And the best part...there are no long-term contracts.  
Book one 90-min session or a series of sessions to meet your goals!

Our Mentors will help you get clear, gain control, and up-level your business. Just imagine having a business that runs drama free, your BIG ideas transforming into actionable plans, and ultimately, you putting more money in your pocket!

Sounds amazing, right?! Mentors can help you bring it all to life!

## OUR MENTORS SPECIALIZE IN THESE KEY AREAS + MORE...

- inventory management
- brand strategy
- leadership coaching
- blogging
- content strategy
- daycare + boarding
- social media
- SEO, ads & email
- motivation + engagement
- licensing + cash flow
- influencer marketing
- retail inventory
- vision + mindset
- sales + more!



**Meet our Mentors and  
book your first session at  
[petbossnation.com/mentors](https://petbossnation.com/mentors)**

There's nothing else like this in the pet industry! We're so excited to fill this void and keep you going on your road to success.



hello@petbossnation.com | 1-234-PET-BOSS

# Pet Boss Mastermind

If you're ready to take your business to the next level, then you're ready to check out the Pet Boss Mastermind. PBN Founder & CEO, Candace D'Agnolo, has invested in Masterminds for the last decade. She knows the power of surrounding yourself with people who want to achieve greater things like you and committed to the success of their business, as much as you are. You want access to that special group of people. They become more than your colleagues—they become your personal friends.

Imagine surrounding yourself with other like-minded entrepreneurs who are facing both similar challenges as yourself AND who are working on new opportunities that they also share with you.

The Pet Boss Mastermind allows a small group of business owners who are in stage 3 (Pup), 4 (Beta) and 5 (Alpha) on our signature Pet Boss Success Path, to come together and learn how to master your business, scale quickly and live bigger than you thought possible.

**The Pet Boss Mastermind is a year commitment.  
It's application based. Spaces are assigned as available.**

Apply Online > [PetBossNation.com/Mastermind](https://PetBossNation.com/Mastermind)

*Come mastermind with us!*



## ONE-ON-ONE SUPPORT

with Candace D'Agnolo



- ✓ **Private VIP Kick-Off Day**  
Get clear and plan the year ahead
- ✓ **Private Half Day Session at 6 month mark**  
to realign with your goals
- ✓ **12 Monthly Focus Calls**
- ✓ **Quick Calls, Email + Text access as needed**

## GROUP MASTERMINDING

- ✓ **Quarterly Mastermind Meet ups**  
- 2 In-person, 2 Virtual
- ✓ **8 - Group Connection Calls (90 Mins)**  
- 30 Minute Training  
- 2 x 15 Minute "Hot Seats" for Members  
- 30 Minute Q+A / Office Hour
- ✓ **Private Facebook Group + Voxer Channels**  
for Peer-to-Peer Sharing

## PERKS

- ✓ **Free Club Membership (Value \$1,788) and \$100 off Mentor Sessions**
- ✓ **Extra Special Discount on Camp**
- ✓ **Complimentary Access to PBN Workshops**
- ✓ **First right of refusal on conflict of interest of potential local Mastermind Members**

**Wondering if it's right for you?**

**Let's talk! Schedule a meeting**

**[PetBossMeetings.com](https://PetBossMeetings.com)**



[hello@petbossnation.com](mailto:hello@petbossnation.com) | 1-234-PET-BOSS

# Pet Boss VIP Days

These sessions are reserved for YOU... our Very Important Pet Boss. Get laser attention from Candace D'Agnolo, the CEO & Founder of Pet Boss Nation, where you'll work 1:1 with her, full steam ahead towards your goals!

You'll leave this session 100% clear on exactly what's needed for your pet business to level up or move beyond current hurdles.

What's your biggest struggle? How long has it been that way? How much time and money have you lost because this isn't solved yet? Think about all those big goals still sitting on your vision board.

VIP Days are what you need to get some massive movement forward! The biggest benefit of committing to a session is TIME. Candace gives time solely dedicated to you, but more importantly, you're dedicating time to yourself...away from distraction. working through roadblocks and developing an action plan to get results.

**“Candace is a dynamic guru of all things pet.  
In the course of a couple hours,  
she had my head spinning with ideas for growth.  
My business is better for meeting her!”**

- Dustin McAdams, Pupjoy.com

## SESSION INCLUDES...

- ✓ Pre-Session Self Assessment
- ✓ 30-Minute Prep Call with Candace
- ✓ Official Pet Boss Business Audit
- ✓ Private Session Options
  - Option A - In Person**  
2 - Half Days with Candace  
(1p - 6p, dinner, 9a-12p)  
You travel to Candace or add travel expenses if she travels to you
  - Option B - Virtual**  
4 x 2 hour sessions over 2 days
- ✓ Recap Action Report
- ✓ 30 Day Check-In Call with Candace

## Available Once a Month

**Book a Discovery Call at  
PetBossMeetings.com  
to see if a VIP Day is right for you.**

## About Candace

As a pet industry veteran since 2004, Candace had started companies in pet supply retail, wholesale bakery, dog daycare, pet grooming and more. After successfully selling three businesses, she now mentors thousands of other “Pet Bosses” to see success faster together than doing it alone. As a pet industry business coach, trade show speaker, columnist and influencer, her belief in community over competition and her ability to grow and scale companies is impacting other business owners in a big way! Now she's ready to meet with YOU!



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