

Mastermind Business Demographic Veterinarian Profile



Buyer Type: This niche calls a buyer a pet owner client. Animal is the patient
Most Clients need Pet services 2-3 time a Year
The top Products / Services are as follows...

Top Selling 1x Services Services Not Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
X-Rays	\$40	\$200	30%	1 time
Vaccines	\$20	\$150	40%	1 time
Parvo Test	\$200	\$300	30%	2 times
Allergy Testing	\$200	\$300	30%	1 time

Top Selling Residual Services Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
Boarding	\$25	\$45	30%	2-3 times
Medicines	\$20	\$250	30%	2-4 times
Pet Exam	\$45	\$55	25%	2-5 times
Teeth Cleaning	\$70	\$400	30%	1-2 times



Ecom Product / Services Opportunities: Food/Medicine Orders
Client Education Training Opportunities: Pet Exams, Pet Care, Teeth Cleaning, Pet Behavior, Pet Nutrition

The Value Of A Client Are As Follows

Average Yearly Value: **\$800 - \$2000**

Average Life Time (5 year) Value: **\$4000-\$10000**

Client Referral Value: **\$8000-\$20000**

Active Yearly Buyer Types Based On Business Income

\$1M Income: Average \$2000 spent 500 Active Yearly Clients or 42 a month

\$5M Income: Average \$2000 spent 2500 Active Yearly Clients or 208 a month

How can Veterinarian service 2500+ Clients a month? More Client Referrals/Higher Client Acquisition To Reach Client Targets and Sustainable Annual Pet Services For Reliable Average Client Spend

Average Marketing Costs

Average Costs Per Click: The average of an Adwords click is around: \$2.73-\$8.13

Average Cost Per Optin Lead: The average cost of an optin lead that gives their name and information is: \$40-70

Average Cost Per Call: The average cost for call or a "Hot Lead Transfer" is: \$40-80

Average Cost Per Acquisition: Average cost to acquire a new Client through marketing is: \$60

Marketing Seasons

Busiest Months: Holidays and Flea/Tick Season (Summer)

Slowest Months: Fall

Best Selling Times: Around Holidays and at the end of the day (5pm)

Marketing Strategy Insights

Best Marketing Strategies: Referral Programs, Community/Social Posting, Online Reviews

Worst Marketing Strategies: Cold Email

Best Strategic Referral Sources: Customer Referrals

Average Income: 1.6 Million per year

Average Business Revenue: 1.2 Million per year

Average Profit Of The Business: 27% Margin

Top Struggles Vets Have With Growing Their Business: New client acquisition

Education And Credentials

Education For The Owner And Staff: Owners are often certified as CVPM - Certified Veterinary Practice Managers. Veterinarians are licensed DVM - Doctors of Veterinary Medicine

Credentials For The Owner And Business: Practices are accredited by the AAHA - American Animal Hospital Association. They are also accredited through state boards such as the AAVSB - American Association of Veterinary State Boards

Top Associations For Veterinarian:

AAHA- American Animal Hospital Association

AVMA - American Veterinary Medical Association

AAVSB - American Association of Veterinary State Boards

Regulation Organizations:

AAHA- American Animal Hospital Association

AVMA - American Veterinary Medical Association

AAVSB - American Association of Veterinary State Boards

