

Jody Murphy's *Mobile Pet Grooming*

Mobile Pet Grooming, Jodi Murphy's new book, is a comprehensive guide to all the "in's and out's of the Mobile Grooming Business". At 162 pages, it covers numerous topics including business plans, choosing to go mobile, mobile vehicle and conversions, and professionalism. An entire chapter is devoted to getting started in the mobile business and includes detailed information on zoning, pricing your services, stocking your vehicle, defining your route, and advertising. Other chapters include the topics of scheduling and routing, what to expect on your first day on the road, managing your clientele, managing your mobile vehicle, expanding your business, continuing education and tons of grooming tips. A special chapter on grooming cats in a mobile unit is included, written by our own Danelle German.

Chapter 10 focuses on the challenges and benefits of grooming cats in a mobile unit. Danelle provides vital information on marketing and soliciting new cat clients, dispelling the myths about cat grooming, pricing, collecting and transporting the cat, assessing temperament and condition, as well as necessary products, tools and equipment. She also discusses re-booking and frequency of grooms, sedation, and training and certification for cat groomers.

If you are mobile, thinking of going mobile, or even a salon owner, Jodi Murphy provides invaluable information by pulling from her many years of experience. When armed with a solid foundation of essential grooming techniques and the proper tools, *Mobile Pet Grooming* contains all the information a groomer could need to start a mobile pet grooming business and build it into a success.



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