

@thedogwoman

K9 communication, working-dog handler education, and what 14,500 followers are ready to pay for.

- Where your audience's demand is strongest
- What that audience is worth
- A \$27 ebook and a \$200 course you could launch
- What we build, and the one thing you do
- The six-phase launch plan
- A carousel to test it this week

🕒 Estimated revenue potential

\$17,500
to **\$26,700**

From a \$27 ebook and a \$200 course, in the first launch alone. We build both; you add one link to your bio.

1 Creator overview

Identified niche

K9 communication, working-dog handler education and stable dog development.

Hidden transformation

Transforming overwhelmed dog owners from stressed managers of chaotic pets into calm, capable pack leaders with rock-solid, neutral companions.

2 The opportunity

I analysed your content and the data you provided. Here's what the numbers say.

High-drive chaos and handler reality

Sales potential: high

"Ruin my peace" and boundaries

634,000+

views on Reel 1

17,873

likes on the same reel

698

comments on it

Your standout piece of content by a massive margin. It taps straight into the shared exhaustion handlers feel when high-energy dogs test every boundary. Your audience is desperate for peace and clear leadership structures that actually work under pressure.

Real-world neutrality and environmental exposure

Sales potential: high

Public outings and confidence

Steady

high-intent interaction on public exposure trips (Home Depot)

Reels 2 and 5

water confidence drills

Owners of working breeds or powerful dogs struggle most with public neutrality. They want a dog that can handle busy spaces without melting down.

Early puppy mechanics and leash foundations

Sales potential: medium

Bringing home working-line puppies

Consistent

community engagement around early leash mechanics

Reels 3 and 4

bringing home working-line puppies

Essential foundation material that builds trust with new puppy owners before bad habits take root.

Verdict

The massive engagement on handler boundary content proves severe pent-up demand. Owners love their dogs, but they're exhausted by the friction. An offer centred on handler competence and stability has an exceptionally high probability of converting.

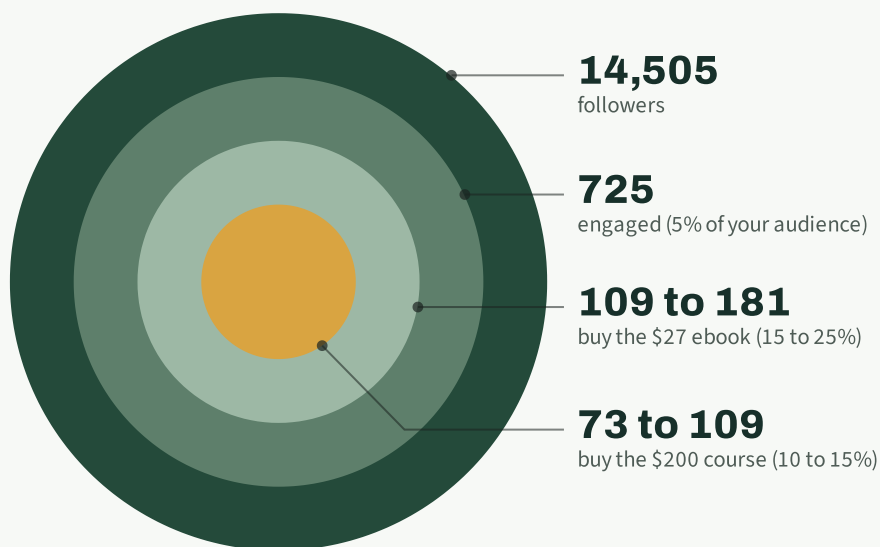
3 The numbers

Here's what your audience is potentially worth, based on conservative market metrics. For your audience, the right structure is a low-friction ladder: a \$27 ebook anyone can say yes to, and a \$200 self-paced course for the owners who want the full system.

🕒 Revenue potential, first launch

\$17,500
to **\$26,700**

A \$27 ebook and a \$200 course, bought by a conservative share of your engaged audience. Both are evergreen: every reel that lands after launch keeps selling them, with no extra work from you.



Follower base	14,505
Engaged audience (5%)	725
Ebook buyers (15 to 25%)	109 to 181
Course buyers (10 to 15%)	73 to 109
Ebook price	\$27
Course price	\$200

The maths

$$109 \times \$27 + 73 \times \$200 = \$17,543$$

conservative

$$181 \times \$27 + 109 \times \$200 = \$26,687$$

optimistic

4 The product ladder

Crossing what your content demonstrates with what your audience shows it wants, here's a ladder that matches how your followers actually buy: an easy yes first, then the full system. Nothing on it needs you live on a call.

The Neutral Dog Blueprint

The core offer, \$200

What it is

A self-paced video system in two halves: handler mechanics for the home (timing, energy, boundaries, the communication link), then real-world neutrality: public proofing, impulse control and calm in busy spaces. Filmed once, sold for years.

For whom

Working-breed and high-energy dog owners who feel their dog is running the household and ruining their peace, and who want to fix it themselves at a price they don't have to think twice about.

Why it will sell

It answers your two highest-demand themes in one product, at \$200 rather than \$1,500. More of your audience can say yes, and it sells while you sleep.

The Missing Link ebook

The easy yes, \$27

What it is

A short, practical ebook built from your most-watched content: why exercise isn't the fix, the handler-dog communication link, and the first boundaries to install at home this week. Named for the line your audience already knows.

The difference

Priced so nobody has to think about it. It turns a viral reel into a buyer instead of a like, and every ebook buyer is the warmest possible lead for the \$200 course.

The Working Puppy Foundation System

Later

What it is

A second course for the critical 8-to-24-week window: drive-channelling, crate fundamentals and early engagement.

The difference

A targeted start for new owners who want to prevent problems before they begin. It adds a second \$200 product for the puppy segment without needing a new audience.

Why the ladder, not the mentorship

A \$1,500 mentorship asks you to sell hard and show up live every week. This ladder asks nothing of your calendar: the ebook and the course are filmed once and sold on repeat, and your reels already do the selling. If course buyers start asking for direct access, a small premium tier can sit on top later. It's an option, not the plan.

5 We build it. You add one link.

Everything below is built and run by us. Your side of the deal fits in one sentence: put one link in your bio and keep posting.

We build and run

The website

A sales page for the course and a one-tap checkout for the ebook, designed, written and hosted by us: your story, the proof from your own dogs, what's inside and the price, all built to turn followers into buyers.

The digital products

The \$27 ebook and the \$200 course, built from what you already teach and film. We structure them, edit them, design them and deliver them to buyers automatically, so you never send a file or answer a "where's my download" DM.

The sales funnel

Bio link to ebook to course, plus the whole launch sequence: the stories, the private group, the reveal, the DM follow-ups and the countdown. We write it, schedule it and run the DMs, so it sells without you living in your inbox.

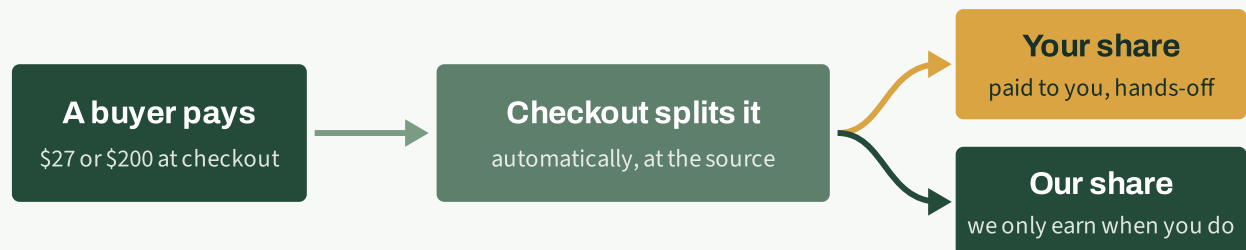
The automatic money split

Checkout is set up so every sale is split at the source and your share lands in your account automatically, on the percentage we agree up front. No invoices, no chasing, and a live dashboard showing every sale.

You do

- 1 Put one link in your bio.
- 2 Keep posting what you already post.
- 3 Say yes or no to what we make before it goes live.

That's the whole list.



Every sale is split before it reaches anyone. Your share is paid out on the agreed percentage, automatically, with nothing for you to send, chase or reconcile.

6 Launch plan

If you decide to move forward, this is the launch structure we'll run for you. We write every story, group message and DM; you post what we hand you.

1

Build up

Engage your community and tease that something big is coming. Interactive stories (polls, Q&A boxes, DMs) touching on their pain points and showing your results. High interaction is the goal.

2

Invitation

Announce it's on the way and invite your audience into a private group (WhatsApp or Telegram) where all the details will be revealed. Tease the time-limited exclusive bonus.

3

Anticipation

Build curiosity inside the group. Tease what's coming, share the results people can achieve and make the timeline crystal clear, so everyone is ready to act the moment doors open.

4

Reveal

Deliver the full breakdown: what's included, the exclusive bonus, the price and the open and close dates. Leave no doubt about what's on offer.

5

Conversion

Send the link to your sales page, run a poll to see who's in or has questions, then follow up one-to-one in the DMs with everyone who raises a hand. That's where most conversions happen.

6

Urgency

Countdown messages (24h, 12h, 6h, 2h, closed) that make them picture exactly what they lose by staying out. The close must be real: reopening destroys credibility for the next launch.

7 Test the demand first

Here's the first step. Post this simple carousel (black background, white text) to measure how much of that demand is ready to buy.

Slide 1: the hook

You bought a working dog for a partner.
Instead, you got a second full-time job that ruins your peace.

Slide 2: the agitation

It is not a lack of exercise.
You walk miles, buy puzzle toys, and watch endless drill videos.
Yet inside your home, you are constantly walking on eggshells.
The problem was never your dog's energy. It is the missing communication link between handler and dog.

Slide 3: curiosity and call to action

What if you had the exact handler mechanics that turn a chaotic working dog into a calm, neutral companion, without hiring a trainer?

Reply 'I WANT' if this resonates with you.

Next step

Post the carousel. The 'I WANT' replies are your first buyers. Send them my way, and we start building while you carry on posting.