

**Chapter 22 Physical Distribution
Career Chatroom Career Profile**

Catherine A. Cobb

**Entrepreneur, Owner, Fido Fitness, Raw Fed Pet, and
a Shaklee Independent Distributor**

Q What do you do at work?

A I'm a problem solver. I love helping people. Being a Shaklee distributor, a wellness consultant, *and* a canine professional give me those opportunities. I have used Shaklee products since I was a child and am now an Independent Distributor. By promoting and selling Shaklee, I share the opportunity to live a healthier life. I coach and support individuals who are looking for a chance to make a difference, not only in the lives of others but also in their own financial future. To network, I do live events, trade shows, small group presentations, and client meet and greets. At trade shows, the visual impact is important. You want to draw in the crowd. Clean, crisp presentation is key. Have a focus on what you want to achieve—you may only have a couple of seconds as people walk by. Fido Fitness offers dog walking, in-home pet sitting, and Dougal's Bed & Breakfast, a private resort-like experience for pets. It has been an extremely rewarding business. Raw Fed Pet is a healthy and convenient pet food that I sell and distribute nationwide via a Web site, and at Dougal's Doggy Shop, a gift shop at my B&B.

Q What was your first job in marketing?

A I worked for a major brokerage house, Merrill Lynch—five of my 15 years as a wire operator. That job doesn't exist anymore, because now clients can enter their own orders from home.

Q What skills are most important to you?

A Maintaining client privacy, networking, professionalism, and public speaking are essential. Also important is having a disaster plan in place so that when an emergency occurs, you're able to implement your plan quickly.

Q What is your key to success?

A You've gotta love what you do. I'm having a blast! I love being creative and then implementing my ideas. It's very empowering to be able to think it, and then see it become a reality. If you're passionate and dedicated to doing your best, there is no limit to the success you will find in life.