



A Simple Starting Checklist for Pet Pros

Practical guidance to help you focus on what matters first
— and ignore the rest for now.



CHECKLIST CONTENT

You don't need everything figured out — just enough to move forward.

- ☐ I can clearly explain what services I offer
- ☐ The right people understand who my services are for
- ☐ My pricing feels realistic for my time and energy
- ☐ My business is easy for clients to understand
- ☐ I'm not trying to copy someone else's business model
- ☐ I have basic boundaries in place
- ☐ I've chosen clarity over perfection
- ☐ I'm focused on one next step, not everything at once
- ☐ I'm allowing my business to evolve
- ☐ My online presence is simple and honest



That's It.

If this checklist helped you feel clearer or less overwhelmed, it's doing its job. You don't need to have everything figured out — just a starting point that makes sense for you.

MJ



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