



# *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*

