



**PAWS BLUEPRINTS**

*Practical guidance for pet pros*

Below are 5 tips for writing and sending the perfect rate increase email for your pet sitting and dog walking clients:

- 1) Keep it short and simple when composing a rate increase email. Also, do not apologize about raising your rates.

Here's a sample of the rate increase email

***Dear Wonderful Dog Walking Clients (or Pet Sitting Clients or your client's name),***

It's been a pleasure to work with you and your pets this year. Thanks so much for the opportunity of letting us care for them! Due to the rising cost of doing business we will be raising our rates starting on (choose a date a month from date you send email), our rates will go up \$2/per walk and \$2/per pet sitting visit. Our overnight sitting rates will go up \$5/per night.

As always, we are committed to providing you with excellent pet care service and we look forward to doing that for you this year.

Thanks for letting us serve you and your pets,

Your Name

Your Business Name

2) When and how to send your rate increase email: If you regularly email your dog walking, dog training or pet sitting invoices, simply include the rate increase letter in their next invoice.

To make sure everyone is informed about the rate increase, you can collect your clients' email addresses and send out a general announcement. It's best practice to give clients at least one month's notice before the increase goes into effect.

3) If you are afraid that your client won't want to work with you anymore after you raise your rates, read this. I bet that they won't leave you if you raise your rates a dollar or two.

Your clients already know and trust you. They're familiar with you, comfortable with your care, and confident leaving their pets and home in your hands. That kind of relationship matters — and even one of those factors can be enough for clients to stay with you when rates increase.

Here's something worth remembering: most people don't like change. For many clients, continuing to work with someone they already trust — even at a slightly higher rate — feels easier than starting over with a new pet sitter or dog walker.

#### 4) If they do leave.

While most clients will stay, it's realistic to expect that one or two may decide to leave — and that's okay. Out of 30, 50, or even 100+ clients, losing one or two is not a failure.

It's also worth asking yourself this: do you really want to continue working with clients who are unhappy that you're simply charging what your time is worth? In my experience, the clients who chose to leave after a rate increase were often ones I had already felt ready to let go of. That may be true for you as well.

Over nearly two decades of running a pet sitting and dog walking business, I noticed something else happen again and again: when a client left due to a rate increase, their spot was often filled shortly after by a well-paying, enjoyable client who respected both my work and my rates. Because of that experience, I've learned to let clients who want to leave do so — gracefully and without resentment — knowing that it creates space for the right clients to take their place.

## 5) Write your own rate increase email.

Reading about raising rates can be helpful — but nothing changes until you actually take action. You won't earn more until you write and send your own rate increase email. I encourage you to do this soon, whether that's later today or tomorrow.

If you enjoy the work you do and show up consistently for your clients, you deserve to be paid in a way that supports your life and your business. Raising rates is one of the simplest ways to increase income without adding more work or stress.

So when you're ready, stop reading and start writing. You can keep it short and straightforward — even using the sample above as a starting point. That simple approach has worked well for me and for many pet business owners over the years.