

A FEW SIMPLE STEPS TO GET YOU STARTED ON YOUR PATH TO BEING A PET BIZ OWNER

I'm here to assist you in mastering the basics of starting your own business. It's straightforward easy steps to get you started.



Greetings and a warm welcome! I am Mary Jo , also known as MJ, a CVT and the proud owner of a pet sitting business established in 2009. Through self-education, I have grown my business into a six-figure annual income. Now, I am eager to share my expertise to help others succeed in their pet service ventures.

With 66% of households owning pets, approximately 87 million homes, as reported by Forbes in 2024, the trend of pet ownership shows no signs of slowing down. In fact, 97% of pet owners view their pets as part of the family. In 2022, Americans spent \$136.8 billion on their pets. These statistics indicate that now is an ideal time to launch a pet service business.

If you are considering starting a pet-related business or simply exploring the possibilities, this e-book provides valuable information and insights to assist you in the first steps of owning your own business.

MJ xoxo 





enjoy the process

Many individuals join the pet industry due to their love for animals and dedication to providing top-notch care. For them, interacting with dogs and cats brings more satisfaction than the usual 9-5 office grind, monotonous conversations, or being stuck at a desk all day. Let's delve into the advantages of owning your business and some easy steps to begin. Let's get started!

do what you love

and you will love

what you do

SOME OF THE BENEFITS OF OWNING YOUR OWN PET BIZ



Low Initial Investment: Starting a pet-related service business typically requires less than \$5000! You can kick off your venture on a small budget and gradually expand over time, increasing your customer base and revenue as you progress.

Unlike many other businesses such as pet retail stores, you can begin without the need for an expensive physical store. While you may consider purchasing or renting a building later on, it's not a necessity at the start.



Great income potential: Honestly, the sky is the limit! It all depends on how far you want to take your business.



You are the boss! You don't have to answer to anyone but yourself. You make the magic happen all on your own terms.



You get to work with your furry friends: Imagine going to work everyday and being happy with your clientele. Warm fuzzy happy beings that appreciate you just being there.



No Need to dress up for work: This is one of my favorite things about being a pet sitter and dog walker. Although, you still need to maintain a professional look there is no need to buy fancy clothes and shoes.



Choose your commute: You have the ability to choose how far you want to travel.



Flexibility: Choose your own schedule, if you want to be solo or hire help, clients, commute, etc.



The work around: You Can Start Your Business as a Part-Time Side Job , Build a Large Client Base, and then Transition on to a Full- Business! Perfect if you have another job because you can slowly transition from your current job into your new business.



The joy of knowing you are providing helpful services to pet parents and pets: Maybe you help resolve difficult behavior problems. Perhaps you provide some much-needed TLC and companionship to pups whose owners work during the day. These are just a couple examples of how you help you clients and pets.

COME UP WITH A PLAN

Crafting a Business Plan: A Fundamental Element for Success

The significance of having a well-thought-out plan at the start of a business venture cannot be overstated. Initially, my enthusiasm drove me to conduct thorough research as I delved into entrepreneurship. Armed with valuable insights about what to expect, I formulated a business plan, laying a strong foundation for my entrepreneurial journey.

Furthermore, aside from financial rewards, a sense of realism is crucial. Initiating a business demands commitment, enthusiasm, and perseverance. While anyone can kickstart a business, consistent dedication and resilience are key ingredients for achieving success. Keep in mind, success is typically a result of sustained hard work and determination, not an overnight achievement for most of us.



THINK ABOUT YOUR NAME

The impact of a name on a business is significant as it serves as the initial point of contact for customers and is a crucial aspect of branding. Your business name should reflect what you offer, being catchy, memorable, and meaningful. Additionally, it should be easy to create a logo around.

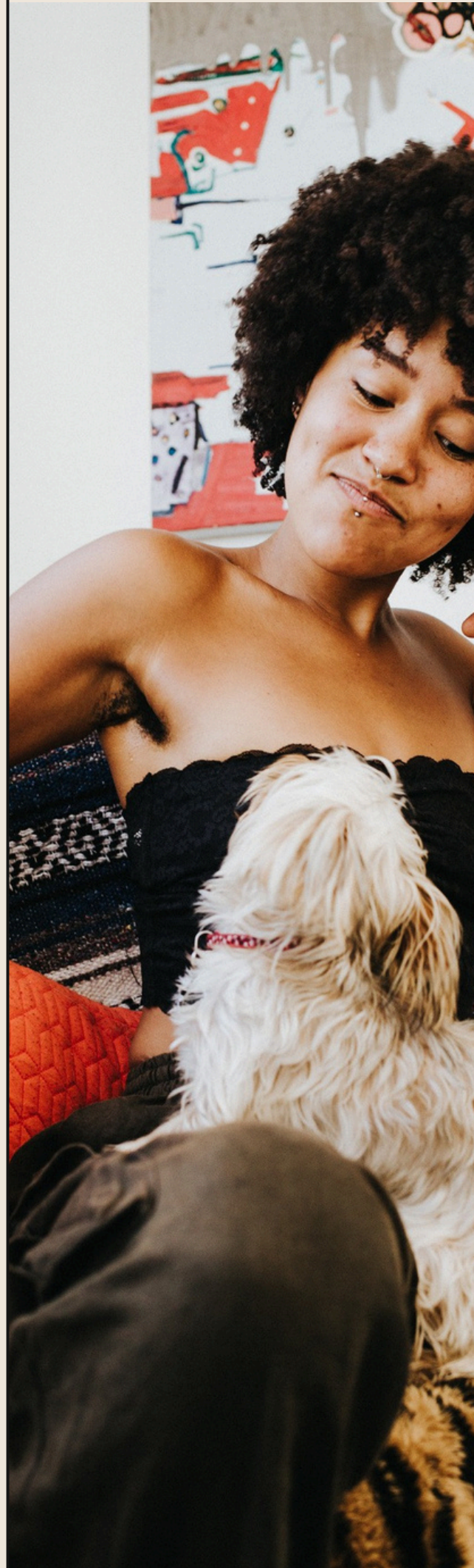
WHAT IS YOUR PET PASSION?

What type of pet business are you considering? There are various options available:

- Pet Sitter
- Dog Walker
- Groomer
- Doggy Daycare/Daycare Operator
- Dog Trainer/Behavior Consultant
- Pet Taxi
- Yard Clean Up
- Pet Photographer
- Pet Masseuse
- Nutritionist
- Your Unique Idea

Whether you have a specific degree, work in one of these fields, or simply have a passion for pets, it's crucial to carefully consider what suits you best. Avoid making impulsive decisions; instead, conduct thorough research to make an informed choice.

success go get it



OVERVIEW



BENEFITS OF OWNING YOUR OWN BIZ

Branding experts take the opposite stance and say the best kind of name is a descriptive one that states what your company does. They claim that this saves you money on marketing, because you don't have to waste time explaining what your company does.



COME UP WITH A BUSINESS PLAN

Coming up with the right name for your brand is not about fitting a singular, universal standard. That would be like holding sprinters & marathoners to the same standard of success when both athletes train for completely different races.



CHOOSING A NAME

When you're naming a company, you want to inspire people. You want them to know what you stand for and what you do. You need a name that can give a quick snapshot of who you are, but also tell a story about your company's origin, mission, or values.



FINDING YOUR PET PASSION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

THANK YOU FOR READING!

I hope this e-book helped you in some way to get you started on your path to having your own pet service biz. It is a start to the basics. Feel free to check out my other free informative blog posts or choose a paid course or join one of my monthly memberships to access even more benefits.

MJ xoxo

*the best is
yet to come*

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