

Get paid to walk dogs!

FabJob Guide to  
**Become a  
Dog Walker**



JENNIFER JAMES

Visit [www.FabJob.com](http://www.FabJob.com)

# Contents

About the Author .....	7
<b>1. Introduction.....</b>	<b>8</b>
1.1 A Dog Walking Business .....	8
1.1.1 What a Dog Walker Does .....	8
1.1.2 The Booming Pet Care Industry .....	10
1.1.3 Benefits of the Career .....	11
1.2 Inside This Guide .....	11
<b>2. Professional Dog Walking Services.....</b>	<b>14</b>
2.1 Meeting with Clients.....	14
2.1.1 Information to Collect.....	15
2.1.2 Sample Client Information Form .....	16
2.1.3 Building Trust with Your Clients.....	18
2.2 Walking the Dogs .....	19
2.2.1 Group Walks and Private Walks.....	20
2.2.2 Supervising Off-Leash Play.....	21
2.2.3 Puppy Walks and Care .....	22
2.3 Other Services You Can Offer.....	24
2.3.1 Pet Sitting .....	24
2.3.2 Pet Transportation .....	27
2.3.3 Obedience Training .....	28
2.3.4 Pet Massage .....	31
<b>3. Getting Ready.....</b>	<b>33</b>
3.1 Skills and Knowledge You Will Need .....	33
3.1.1 Dog Expertise .....	33
3.1.2 People Skills.....	34
3.1.3 Business Skills .....	37

3.2	Developing Your Knowledge .....	40
3.2.1	Pet Resources.....	40
3.2.2	Get A Certificate.....	42
3.3	Getting Experience .....	43
3.3.1	Walk Dogs for Your Family and Friends.....	43
3.3.2	Volunteer.....	43
3.3.3	Work in a Pet Shop or Veterinarian’s Practice .....	44
3.3.4	Join An Association .....	45
<b>4.</b>	<b>Planning Your Dog Walking Business .....</b>	<b>47</b>
4.1	Writing Your Business Plan.....	48
4.2	Start-Up Financing .....	57
4.2.1	Family, Friends and Yourself .....	59
4.2.2	Government Programs .....	60
4.2.3	Commercial Loans.....	61
4.3	Legal Matters.....	61
4.3.1	Choosing a Business Legal Structure.....	61
4.3.2	Licensing Requirements .....	67
4.3.3	Business Insurance .....	67
4.3.4	Naming Your Business.....	70
4.3.5	Contract.....	72
<b>5.</b>	<b>Running Your Pet Business .....</b>	<b>77</b>
5.1	Equipment and Supplies .....	77
5.1.1	Office .....	77
5.1.2	On The Job .....	78
5.2	Setting Your Fees .....	80
5.2.1	Factors that Affect Your Fees.....	80
5.2.2	Ways to Charge .....	82
5.2.3	Policies and Payment .....	84

- 5.2.4 Keeping Track ..... 88
- 5.2.5 Taxes ..... 89
- 5.3 Day-to-Day Operations ..... 91
  - 5.3.1 Scheduling ..... 91
  - 5.3.2 Hiring Staff ..... 92
  - 5.3.3 Health and Safety ..... 96
- 6. Getting Clients ..... 100**
  - 6.1 Your Target Market ..... 100
  - 6.2 Marketing Tools ..... 102
    - 6.2.1 Printed Materials ..... 103
    - 6.2.2 Your Website ..... 109
    - 6.2.3 Social Media ..... 114
  - 6.3 Marketing Techniques ..... 117
    - 6.3.1 Advertisements ..... 118
    - 6.3.2 Getting “Paws”itive Publicity ..... 123
    - 6.3.3 Donations and Sponsorships ..... 125
    - 6.3.4 Be Seen as an Expert ..... 126
  - 6.4 Referrals and Word of Mouth ..... 127
    - 6.4.1 From Other Businesses ..... 127
    - 6.4.2 From Satisfied Clients ..... 128
  - 6.5 Franchising ..... 130
    - 6.5.1 Pros and Cons of Franchising ..... 130
    - 6.5.2 Franchising Costs ..... 131
    - 6.5.3 Researching and Choosing a Dog Walking Franchise ..... 132
- 7. Conclusion ..... 134**

This edition of the guide is from 2016. You can find the most recently updated information for this career in the [Dog Walker Certificate Course](#) offered by International Association of Professions Career College (also known as [IAP Career College](#)) at [iapcollege.com](http://iapcollege.com). Visit [Dog Walker Certificate Course](#) to learn more.



## **1. Introduction**

### **1.1 A Dog Walking Business**

It all starts with a special someone who comes into your life — a four-legged bundle of fur and kisses... a noble purebred or an adorable mixed breed... a loyal and devoted companion. Suddenly you find yourself head-over-heels in love, and the feeling is mutual. Then one day as you are out enjoying a romp in the sunshine and fresh air with your dog, you think to yourself, “If only I could spend every day doing this, life would be perfect.”

If this sounds familiar, here’s some great news: many people make a career out of professional dog walking, and this dream career is completely within your reach. If you love dogs and being outside with them, read on to discover a career that lets you do these things every day, and get paid.

#### **1.1.1 What a Dog Walker Does**

Professional dog walkers take other people’s dogs out for a walk, either one dog at a time or a few together. Dogs are picked up en route, and

often brought to an off-leash area for some playtime with other dogs before they are dropped back off at home.

Walking (or sometimes just visiting) people's dogs is an important and needed service. Some dogs are okay all day long by themselves, but puppies, young dogs, dogs with small bladders, and breeds with lots of energy benefit greatly from a mid-day walk and/or bathroom break.

People busy at work rarely have time to go home at lunch and let the dog out — in fact, if they live in the suburbs of a big city, their commute may be as long as two hours each way. And people with reduced mobility (such as seniors, or those recovering from surgery) or new demands (e.g., new moms) simply may not be able to get out for the exercise their dog needs.

Getting out for a mid-day walk with a dog walker means that when the owner gets home after a long day of work, they are less likely to find the sofa destroyed, be bounded upon by a restless dog, or need to clean up accidents. Additionally, if the dog has had a mid-day outing, then walking the dog doesn't have to be the first thing they do when they get home. Instead they can make dinner, relax, and save a romp with Rex for later in the evening.

A dog-walking business can be started with very few supplies and equipment, and doesn't require buying a building, paying rent, or modifying your home. It does require a genuine love of dogs and in some cases a reliable vehicle. In general, you might enjoy starting a dog-walking business if you:

- Are an organized person
- Are physically fit and like to get outside
- Have a reasonably flexible schedule
- Don't mind working some weekends or holidays

A dog walking business can be anything you want it to be. Beyond the type of dog walking service you offer (private, group, etc.), you can further specialize by choosing only a particular size of dog to walk (large, small, toy), or even a specific breed of dog if the market exists in your area.

In addition to the enjoyment of working with beautiful and lovable dogs, dog walking draws people because it requires little or no training, lets you get exercise and get outside, offers a flexible work schedule, and can even be done part time.

## 1.1.2 The Booming Pet Care Industry

Lots of North Americans now share their lives with dogs, and where there are dogs, there is a need for dog walking services. According to the 2015-2016 American Pet Products (APPA) National Pet Owners Survey, 77.8 million dogs belong to 54.4 million households; this is a significant increase from the 2007-2008 survey, which estimated 74.8 million dogs belonging to 44.8 million households. The survey also shows that pet ownership on a whole is on the rise.

In the Bureau of Labor Statistics publication *2013-2014 Occupational Outlook Handbook*, we find that 'Employment of animal care and service workers is projected to grow 15 percent from 2012 to 2022, faster than the average for all occupations. Employment growth coupled with high job turnover should result in very good job opportunities for candidates for most positions.' The BLS research indicates that: "As many pet owners increasingly consider their pet as part of the family, their demand for luxury animal services and willingness to spend greater amounts of money on their pet will continue to grow."

In addition to more people owning pets, it turns out we're also spending more on them annually too. According to the National Pet Owners Survey (published by the American Pet Products Association, U.S. households spent a whopping \$60.59 billion on pets in 2015, up 25% from \$48.35 billion in 2010, up 48% from \$40.8 billion in 2007 (and up over 300% from \$13 billion in 1998). Pet services (including such as grooming and boarding, but exclusive of vet care) at \$4.84 billion were about 8% of this total.

Starting a dog walking business may offer the owner unlimited income potential. You can add to your client base until your daily schedule is full, and then begin to add employees to increase your earning potential. And most importantly, you can start a dog walking business right now. Like other service businesses, your start-up costs are minimal: as little as a few hundred dollars can get you set up with everything you need.

Dog-walking businesses are usually best suited to cities or well-populated areas. If you don't think you will have enough clients in your area to support a dog walking business on its own, consider adding on some other pet services described in this guide such as pet sitting, pet massage, pet transportation, etc. to ensure you have all the business you want or need.

### 1.1.3 Benefits of the Career

Being a professional dog walker is truly a dream job that most days won't even feel like work. This flexible career can be custom-made to fit your lifestyle or other commitments. Perhaps you are looking for a career that will let you keep your children home with you, or be able to meet them after school. Maybe you are just looking for a bit of extra income. Or maybe you've decided that you should be able to do work that makes you happy.

Whatever your reason, a career as a dog walker can be all these things and more. Dog walking businesses allow you to work from home, scheduling your work around family life or other commitments. Sometimes you'll have busy times that require long days, but a career as a dog walker definitely offers more flexibility than most.

More than once in this career you'll hear clients tell you that they appreciate your work, and that they don't know what their dogs would do without you. You will be trusted and appreciated by the dogs you walk daily or weekly, and you will see firsthand the difference you make in their health, happiness, and well being.

"It's satisfying to know you are creating a valuable service that people and their pets really appreciate. And just being with the animals is very rewarding!" says Zeth Weissman, co-owner of dog walking and pet sitting business PhilaPets.

## 1.2 Inside This Guide

The *FabJob Guide to Become a Dog Walker* is designed to help you launch your new business by providing industry information, how-to guidelines, helpful hints on finding clients, and general advice on starting

up. It will teach you how to take your interest in dogs and your talent for earning their affection, and turn them into a profitable business.

Throughout the guide you will find handy samples of registration forms, budget planners, marketing materials and checklists you can adapt and use for your dog walking business. You'll also find encouragement and ideas from a couple of dog walking business owners who have kindly shared their advice and experience with you. They include:

- Zeth and Deirdre Weissman, who grew their dog walking business, PhilaPets, into one of Philadelphia's largest pet businesses in less than four years.
- Paul Mann, founder of Fetch! Pet Care, the largest dog walking/pet sitting franchise in the United States.

Chapter 2 provides you with the basic information necessary to provide dog walking services, including tips on meeting with potential clients, walking more than one dog, puppy care, off-leash play, and related services you may want to offer your clients.

Chapter 3 tells you about how to sharpen your skills and prepare yourself for opening a dog walking business, while Chapter 4 helps you make a plan for your business, including topics such as insurance, budgeting, financing, licensing, and registering your business name.

Chapter 5 gives advice on launching your dog walking business, with information on setting up your office, needed equipment and supplies, scheduling, setting fees, collecting payments, and hiring your first employees.

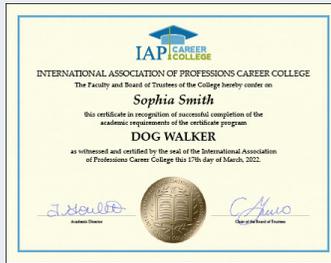
Chapter 6 provides an overview of marketing your dog walking business; the topics covered include choosing a target market, developing marketing tools such as brochures and a website, and engaging in cost-effective marketing techniques such as advertising, free publicity, and getting referrals through networking. You'll also find a valuable section with tips on franchising.

The information, resources and advice on these pages will save you hundreds of hours of research, so that you can start earning money more quickly. You'll avoid the common pitfalls, and make business de-

cisions like an expert. Armed with the inside knowledge this guide provides, you could be getting out for a walk with your first furry “client” in just a short time from right now.

**You have reached the end of the free sample of the *FabJob Guide to Become a Dog Walker*. This edition of the guide is from 2016. You can find the most recently updated information for this career in the [Dog Walker Certificate Course](#) offered by International Association of Professions Career College (also known as [IAP Career College](#)) at [iapcollege.com](http://iapcollege.com). Visit [Dog Walker Certificate Course](#) to learn more.**

## Get a Dog Walker Certificate



The next time someone asks you “Why should I hire you for your dream career?” or “What are your credentials?” imagine being able to say: “I am a trained professional with a certificate from the International Association of Professions Career College!”

A certificate from the **International Association of Professions Career College** may give you:

- **Respect** as a professional plus a sense of confidence and achievement
- A competitive **advantage** when marketing your services
- A **credential** for your resume when applying for employment
- Assurance to clients of your **professionalism** and evidence of your expertise
- **Higher earnings** (according to the U.S. Bureau of Labor Statistics publication Certificates: A fast track to careers)

This part-time 6-week course is open to students anywhere in the world and is offered online, allowing you to earn a Dog Walker Certificate from the comfort of your own home.

If you enjoyed this sample guide, you can receive the complete guide as an online textbook when you register for the course. You will also receive access to the comprehensive, self-directed online Dog Walker Certificate Course, a faculty member who can provide you with personal teaching assistance and career advice, a beautiful professional Dog Walker Certificate upon successful completion of the course, and more.

Visit the [Dog Walker Certificate Course](#) page on the IAP Career College website for more information and to register.

Visit [iapcollege.com](http://iapcollege.com) for more dream careers!



- Antiques Shop Owner
- Art Gallery Owner
- Bakery Owner
- Bar Owner
- Bed and Breakfast Owner
- Book Editor
- Book Publisher
- Bookkeeper
- Bookstore Owner
- Boutique Owner
- Brewery Owner
- Bridal Salon Owner
- Business
- Business Analyst
- Business Consultant
- Business Ethics
- Cake Decorator
- Candy Store Owner
- Cannabis Business Owner
- Career Coach
- Caterer
- Chocolate Shop Owner
- Cleaning Business Owner
- Closet Organizer
- Coffee House Owner
- Craft Store Owner
- Dance Studio Owner
- Daycare Owner
- Death Doula
- Digital Marketing
- Dog Daycare Owner
- Dog Walker
- Doula Business Owner
- Economics
- End-of-Life Doula
- Errand Assistant
- Etiquette Consultant
- Event Planner
- Executive Assistant
- Executive Coach
- Fashion Accessories Store Owner
- Fashion Designer
- Feng Shui Consultant
- Fitness Club Owner
- Florist
- Freelance Writer
- Genealogist
- Gift Basket Business Owner
- Gift Shop Owner
- Gourmet Food Store Owner
- Graphic Designer
- Hair Salon Owner
- Handyman Business Owner
- Happiness Coach

- Home Decor Store Owner
- Home Stager
- Human Resources Consultant
- Ice Cream Shop Owner
- Image Consultant
- Interior Decorator
- Interior Redesigner
- Jewelry Designer
- Landscape Company Owner
- Life Coach
- Lifestyle Expert
- Makeup Artist
- Management
- Management Consultant
- Matchmaker
- Motivational Speaker
- Nail Salon Owner
- New Age Store Owner
- Non-Profit Business Owner
- Office Manager
- Organic Farmer
- Party Planner
- Party Store Owner
- Personal Assistant
- Personal Chef
- Personal Concierge
- Personal Shopper
- Personal Trainer
- Pet Hotel Owner
- Pet Sitter
- Pet Spa Owner
- Professional Organizer
- Professional Photographer
- Project Manager
- Psychology
- Public Relations Consultant
- Relationship Coach
- Restaurant Owner
- Sales Professional
- Secondhand Store Owner
- Social Entrepreneur
- Social Media Consultant
- Sociology
- Spa Owner
- Stationary Store Owner
- Tea Room Owner
- Teacher of English as a Foreign Language
- Time Management
- Travel Consultant
- Virtual Assistant
- Web Designer
- Wedding Planner
- Weight Loss Center Owner
- Wellness Coach
- Wine Store Owner
- Winery Owner
- Yoga Studio Owner

