



# HOW TO WORK FROM HOME CUDDLE DOGS, AND MAKE MONEY!



**Enroll Now**

**HOUND AWAY FROM HOME**  
A HOME BASED DOG SITTING BUSINESS  
**BY SELENA TROTTER**





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# Welcome to the best job on the planet

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## Hi! I'm Serial Entrepreneur and dog lover, Selena Trotter



Very young in my life I knew I wanted to work for myself. In 7th grade Home-Economics I Aced an entrepreneurship test to see if I would be a good at it after we watched a VHS about the life. I answered every question knowing that being an entrepreneur was for me.

When I graduated college I was lulled into the idea that getting a job would be easier, which may have been true. The first big problem for an entrepreneur is to find the problem and be the answer to the problem that people have. Most recent college grads need to learn more about the working world before they can solve those problems, and I definitely did not at the time.



Fast forward to now and over several careers, many of which are successful and ongoing. The thing that I learned to be a consistent financial lifeline: in-home dog boarding. The career that has given my family stability, extra-furry love, and freedom to pursue other careers while at home.

With in home dog boarding, I was able to build a business based on my love for dogs and the flexibility I wanted for my life. I made enough money to stay home with my kids while also affording all the extra things that made life special for us. My family could flourish.

We work so that we can provide for our families and help support the development of our communities. What better work is there than one that allows you to be with your family as much as you want – while also being able to afford the things that give your family joy and prosperity and help out the people in your community.

**Plus puppy snuggles all day!**

**I'm so excited to share this path of work with you and to learn from my years of experience.**



# Introduction to a home-based dog business

## How to assess if this is the career move for you

Embarking on the journey of running a dog sitting business from the comfort of your own home is both a rewarding and challenging endeavor. It is an opportunity to blend passion with profession, transforming your love for dogs into a thriving business. Imagine waking up each day to wagging tails and eager faces, ready to shower you with affection. This is the heartwarming reality of a home-based dog sitting business, where each day brings new furry friends into your life, each with their own unique personalities and needs.

However, diving into the world of dog sitting is more than just playtime and cuddles. It requires a deep understanding of canine behavior, an unwavering commitment to their care, and a strategic approach to managing a business. From creating a welcoming and safe environment for your four-legged clients to mastering the art of communication with their owners, every detail counts. You'll need to navigate the logistics of scheduling, understand the essentials of pet health and first aid, and ensure your home is a haven for every dog that crosses its threshold.

The journey is more rewarding than challenging. There's unparalleled joy in building lasting relationships with your clients—both human and canine—and the satisfaction of knowing you're providing a valuable service. With each satisfied bark and wag, you'll not only grow your business but also become an integral part of your furry clients' lives. And you are getting paid for sharing your love with them!

As we delve deeper into the chapters ahead, we'll explore the nuts and bolts of setting up your business, from legal considerations to marketing strategies, all designed to help you succeed. So, strap in and prepare to embark on an exciting adventure that promises to fill your days with joy, work, and a whole lot of tail wagging. Let's unlock the potential of your passion and turn it into a thriving home-based dog sitting business.



# Business Operations and Management

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In the realm of home-based dog sitting, mastering business operations is key to providing exceptional service while ensuring your venture thrives and scales. Implementing or developing the right systems can streamline your day-to-day activities, enhance client satisfaction, and contribute to your business's growth.

## Utilizing Existing Systems:

For those less inclined to delve into the intricacies of system development, software solutions are designed to simplify pet sitting business management. Certain platforms can handle booking and scheduling to payment processing and client communication. Leveraging such systems not only saves time but also professionalizes your service, making it easier to manage multiple clients. Some tools to explore can be Rover which also handles marketing. Other softwares on the market can do booking.

## DIY Systems:

Creating a custom system can save you money as well. These should at least include developing a simple landing page as your website, and your own organization of customer information.

## Setting Business Goals :

Start by defining clear, achievable goals for your business, such as a target number of clients or revenue milestones. This clarity will guide your operational and marketing efforts. Prioritize client management by establishing a seamless communication channel, seeking regular feedback, and offering personalized care that exceeds expectations. Happy clients are more likely to become repeat customers and offer referrals.

## Growing Your Business:

To test market demand and start growing your business, consider offering introductory rates, creating referral programs, or partnering with local pet stores or veterinary clinics. These strategies can help you attract your first clients and gather valuable testimonials and word-of-mouth recommendations.



**Remember, the backbone of a successful dog sitting business lies in its ability to have exceptional service with ease of use for your clients.**

# Dog Care and Safety

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Ensuring the safety and well-being of every dog under your care is the cornerstone of a dog sitting business. This commitment to dog care and safety begins with a thorough assessment of each dog's temperament and needs through a meet & greet, and continues throughout your work with the client.

## **Meet & Greet:**

A crucial step before accepting any new furry client is to arrange a meet and greet. This meeting serves multiple purposes: it helps in assessing the dog's behavior, understanding its socialization levels with humans and other dogs, and determining any special care requirements. It's also an excellent opportunity for pet owners to familiarize themselves with you and your home, building trust and confidence in your services.

## **Feeding Protocols:**

Establishing a consistent feeding protocol is essential for maintaining the health and comfort of dogs in your care. This includes adhering to each dog's specific dietary requirements and feeding schedules as provided by the owner. It's important to keep dogs separated during feeding times to prevent food aggression and ensure a stress-free eating environment.

## **Toys and Exercise:**

Providing a variety of toys can enhance a dog's stay by reducing anxiety and promoting mental stimulation. Choose toys that are safe and appropriate for the dog's size and play style, avoiding any that could lead to possessiveness or tension among dogs. Avoid bones and rawhides. Ropes and ball toys are often great, but not always. It's important to take note of dogs and curate the best experience for them. Regular exercise is equally important, as it helps dogs burn off energy and remain calm. Tailor the type and amount of physical activity to each dog's needs, considering factors like age and breed.



# Setup and Maintenance Checklist

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- Tall Fenced Back Yard
- Doggy door
- Safe Storage of Dog Food
- Gates to Block Restricted Areas
- Dog Beds Throughout the House
- Water Stations - Well placed around the property
- Toxin-Free Plants and Garden
- Cleaning Supplies - Cost effective all-purpose and carpet cleaners
- Exercise and Play Areas - Empty space to allow dogs room
- Chew-Proofing - Keep away things you don't want chewed
- Dog-proof secure entrances and exits to your home
- Social-Media Accounts to attract clients and curate your brand
- Tracking systems to keep track of clients and bookings



# Marketing and Customer Acquisition

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**Effective marketing and customer acquisition strategies are vital for the growth of your dog sitting business. Leveraging both online platforms and local resources can significantly increase your visibility and attract new clients. Here's how to get started:**



## Social Media Presence:

Establish a strong presence on platforms like Instagram and Facebook. Share engaging content such as photos and videos of dogs in your care, client testimonials, and behind-the-scenes glimpses of your day-to-day operations. Use relevant hashtags to reach a broader audience and consider creating specific campaigns around holidays or special pet-related days.



## Business and Local Listings:

Ensure your business is listed online and other local business directories. Encourage satisfied clients to leave positive reviews, as these can greatly influence potential customers' decisions. Regularly update your listings with high-quality photos, services offered, and any special promotions.



## Local Resources:

Tap into local resources unique to your town, such as community bulletin boards, local pet stores, veterinary offices, and dog parks. Leave business cards or flyers in these locations, and consider partnering with them for cross-promotion opportunities.



## Organic Marketing:

Focus on building your content and learning what resonates with your audience. This could include educational posts about dog care, success stories, or partnering with a community organization to support an event around the care of dogs. Organic marketing helps build a following and drives traffic to you.



## Referrals:

Word-of-mouth is the most powerful marketing tool for any business. Encourage friends, family, and satisfied clients to refer your services. Offering a referral discount or a complimentary day of dog sitting can motivate clients to spread the word.



## Networking:

Join local pet-related groups or online forums. Networking with pet owners and other pet service providers can lead to referrals and partnerships that benefit your business.



## Promotions and Offers:

Launch introductory offers for new clients or seasonal promotions to attract attention, especially around slower times of the year. Limited-time offers can create a sense of urgency and encourage pet owners to try your services.

**By implementing these strategies, you focus on building a brand that resonates with pet owners, emphasizes trust and quality care, and leverages both digital and local channels to grow your client base. The best leads often come from those who have firsthand experience with your services, so delivering exceptional care and fostering positive relationships with clients and their pets should always be a top priority.**



# Finances

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When venturing into a dog sitting business, effective financial management is crucial for sustainability and legal compliance. While the startup costs may be relatively low (afterall, you have to pay for your house anyway), diligent record-keeping and understanding of tax obligations are fundamental.



## Separate Business and Personal Finances:

Once your business is registered, you can open a separate bank account to simplify tracking of income and expenses. This distinction aids in financial management and is critical for tax purposes.



## Maintain Detailed Records:

Keep thorough records of all business transactions, including income from clients, expenses related to supplies (like dog food, toys, bedding), utilities, marketing costs, and any other operational expenses. Start by using a simple spreadsheet to track these transactions regularly.



## Understand Your Tax Obligations:

Familiarize yourself with the tax requirements for small businesses in your area. This includes knowing which expenses are deductible, how to report your income, and the deadlines for tax submissions. Common deductions for dog sitting businesses can include home office expenses, utilities, insurance, and any costs directly related to providing your service like cleaning supplies.



## Save for Taxes:

Set aside a portion of your income for taxes to avoid surprises at tax time. And overall, consult a tax professional who can help you find ways to save and keep you in compliance. It is worth the investment.

# Customer Service and Issue Resolution

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By focusing on creating the safest environment for the pets in your care and handling any incidents with responsibility and compassion, you establish yourself as a trustworthy and reliable dog sitter. Remember, the goal is not just to resolve complaints but to do so in a way that leaves the client feeling respected and valued. This approach not only helps in retaining clients but also encourages positive word-of-mouth, crucial for the success of your business.



## **Active Listening:**

Show genuine interest in your clients' needs and concerns. Listening attentively not only helps in understanding their requirements but also demonstrates your commitment to providing personalized care. Make note of special accommodations you may need to make.



## **Transparent Communication:**

Keep clients informed about their pets' status, including daily updates and photos. Transparency builds trust and shows clients that their pets are in good hands.

## **Empathy and Understanding:**

Always acknowledge the emotional bond clients have with their pets. Being empathetic and understanding towards their concerns can greatly enhance your rapport with them.



## **Professionalism:**

Maintain a friendly yet professional demeanor in all interactions.

## **Love of Dogs:**

Let your love of dogs shine through. Pay attention to each dog and learn what they love for the best experience for everyone.



## Dog Behavior response. Issues that arise and tips on how to handle them

Type	Description
Dog Fight And Injury	<ul style="list-style-type: none"><li><b>Handling Tips:</b> Best way to avoid a dog fight is to create an environment that avoids it.</li><li><b>Special Tips:</b> Take only dogs who you can attest will be well behaved and get along with others</li></ul>
Dog Upset Stomachs	<ul style="list-style-type: none"><li><b>Handling Tips:</b> Only feed the dogs their own food and be strict about making sure they get nothing else.</li><li><b>Special Tips:</b> Clean the water bowl frequently to ensure germs do not spread.</li></ul>
Offer Solutions to Challenges	<b>Work with the client to find a satisfactory solution.</b> Whether it's a refund, a discount on future services, or an immediate corrective action, offering solutions demonstrates your commitment to their satisfaction.
Follow Up	After resolving the issue, <b>follow up with the client to ensure they are satisfied with the outcome.</b> This extra step shows you care about their experience and their pet's well-being.
Learn and Improve	<b>Use complaints as an opportunity to learn and improve your services.</b> Analyzing what went wrong and implementing measures to prevent future issues is essential for growth.



# Understanding Compliance

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An important aspect to establish a home-based dog sitting business requires awareness of the legal and regulatory landscape. This is the basic understanding of the legalities involved, guiding you to think through the essential steps of securing licenses, permits, and insurance to ensure your business operates smoothly and legally. Talk to a legal professional in your area to ensure compliance.



## Licenses and Permits:

The first step in legitimizing your dog sitting business is to investigate the specific licenses and permits required by your city or locality. Requirements can vary significantly, making it crucial to contact your local city hall or business licensing office. You may need a general business license, a specific pet sitter's license, or even zoning permits. Asking the right questions early on can save you from potential legal headaches down the road.



## Insurance:

Equally important is securing the proper insurance to protect both your home and your business. This involves two key types of insurance: homeowner's insurance and pet business insurance. It's vital to inform your homeowner's insurance provider of your business activities to understand how it impacts your coverage. Additionally, investing in pet business insurance, which typically covers liability for accidents involving the dogs in your care, is crucial for safeguarding against unforeseen incidents.



As you delve deeper into planning, remember to consult with legal experts or business advisors.

# This is Just The Beginning

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What a unique and rewarding journey of starting and growing a dog sitting business from the comfort of your own home can be. This venture offers a remarkable opportunity to blend passion with profession, creating a fulfilling career that not only brings joy to your life but also makes a positive impact on the lives of the pets you care for and their owners. Did you ever think it possible to get paid to love dogs all day?

Working from home in the dog sitting business allows you the flexibility to control your schedule and choose the clients you want, providing a level of autonomy that is rare in many professions. This freedom ensures that every day is enjoyable and rewarding.

Financial rewards in the dog sitting business are not just a possibility but a reality for those who are committed to providing exceptional care and building strong relationships with clients. Your love for dogs, combined with the insights and strategies shared in this ebook, lays the groundwork for a successful, profitable business.



However, the journey doesn't end here. There are many other aspects to explore and master in the quest to grow your dog sitting business. Continuous learning, adapting to new challenges, and expanding your services are key components of sustained success. We are thrilled to be part of your learning journey and look forward to seeing your dog sitting business flourish.

Remember, success in this business is not just measured by financial gain but also by the wagging tails, happy barks, and the gratitude of pet owners who trust you with their beloved companions.

We hope to see you enroll in our course!





## HOUND AWAY FROM HOME

**Enroll Now**

**Ready to start your dog  
boarding journey? 🐾**

### **Ways to engage:**

- 1 Take the Quiz** – Find out if you're ready to start your journey!
- 2 Enroll** – Join our course and community to start building your dream business!
- 3 Share with a Friend** – Spread the word and inspire someone today!
- 4 Follow Us on Social Media** – Stay updated with tips, stories, and more!



A Home Based Dog Sitting Business