



Ready to Start a Dog Walking or Pet Sitting Business?

Turning your passion for pets into extra income is easier than you think

Everyone is looking for a way to add additional income through gig economy on-demand services like Uber, Freelancer, Shipt and more. Seems like if there is a task to be done, someone is just an app away from being able to do it. Pet care and dog walking services have been a great way for people to make money. Through companies like Palcura, people can turn their love of animals and pets into a new source of revenue. But before you start your dog walking business there is a few things you should know!

Providing pet care services is a great way to earn extra money. Pet ownership keeps growing with over 80 million dogs in the U.S, alone! The need for pet care providers to offer services like dog walking are in high demand. For people who love animals, it is a great way to turn their passion for pets into a lucrative living.

Here are the top 6 things you should know before becoming a dog walker or pet sitter:

1. Educate Yourself

It really isn't enough just to love animals. Being knowledgeable and having training won't just help you be a great dog walker or pet sitter but it will also make you more in-demand. Knowing the different types of collars and leashes and how to use them is important. Having some pet first aid training will give you confidence that you can handle any situation. The American Red Cross offers an affordable [online Cat & Dog First Aid Training Course](#).

2. Market Yourself

Services like [Palcura](#) offer a great platform for getting your name out there and helping you connect with pet parents in need. But how you present yourself will make all the difference between landing a job or not. Take a look at your profile. Do your photos look like someone that you would hire? Do you share your love of pets in your photos? Have business cards on hand to use when you are out. Network, listen for opportunities and leverage social media.

3. Building a Customer Base

Depending on how much money you would like to earn will dictate how big of a customer base you need. In the beginning building your customer base can be challenging. It takes time to build a solid base of repeat customers. Staying persistent, marketing yourself well and getting the word out are critical to your success.

You can help expand your customer base by asking for referrals. Word of mouth advertising is one of the strongest forms of marketing. Ask for referrals from current customers, ask family & friends to recommend you.



4. Be Flexible

One of the great things about a dog walking business is that you can set your own hours. You can schedule when it works in your schedule. Even though you control your schedule, it is important to be flexible, especially in the beginning. Don't be too quick to turn down work because it doesn't fit in your schedule. Do what you have to, to make it work and build your customer base. Also, offer a variety of services especially in the beginning. You can always change your offering later on.

5. Treat Your Pet Clients Like They Are Your Own

Pet parents like to see chemistry between their dog and their walker. Pet parents want to feel good that they are leaving their four legged, furry, family member with someone who will treat them like their own pet. You should be comfortable with all types of dogs, big and small.

In addition to chemistry, ideal dog walkers aren't squeamish about picking up poop and communicating about it with clients. Finally, you'll need to be at ease with walking dogs for several hours in all types of weather.

6. Keep at It!

Don't expect your business to grow overnight. It can take time to grow a business that consistently hits your goals. If you are looking for longer term steady income, take your time and keep at it! Persistency and consistency are key when growing any type of business and there is no exception for a dog walking business. Set time aside every week to review your business, your profile, set goals and make a plan.

A dog walking business can be a great side business and can provide a steady additional source of income. The pet industry and pet ownership is growing and with that so is the need for dog walkers.

ABOUT PALCURA

Palcura connects pet parents to dogs, cats, and other types of pets with loving pet sitters, dog walkers, and day care providers. Visit www.palcura.com/become-a-sitter to learn more.

