

# START YOUR PET SITTING AND DOG WALKING BUSINESS IN 7 DAYS



Instructor: Kristin Morrison  
Founder, Six-Figure Pet Business Academy  
[www.SixFigurePetBusinessAcademy.com](http://www.SixFigurePetBusinessAcademy.com)



## -RECOMMENDED RESOURCES-

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### **A Note to My Students:**

*Not every section in the Udemy course “Start Your Pet Sitting and Walking Business in 7 Days” has resources. As such, it may appear to you that some day’s sections are “missing.” They are not missing – these sections just don’t have additional resources.*

## *Before You Begin*

**Join my private Facebook group.** It’s called *Prosperous Pet Business*. You can find the group on Facebook by searching for “Prosperous Pet Business,” or use this direct link to the private Facebook group: <https://www.facebook.com/groups/prosperouspetbusiness/>

## *Resources for Day One – Setting the Foundation*

### **Day One – Part Three: Choosing a Business Name**

- Search online for “name generator” to find a few name generator websites to choose from that you can pay to help name your business.

### **Day One – Part Four: Website Name and Trademark**

- Search online for “low-cost legal aid” in your nearest big city. You can also contact [www.SCORE.org](http://www.SCORE.org) to possibly find a volunteer patent and trademark attorney who can assist you, or they may be able to recommend a low-cost attorney. SCORE is the acronym for Service Corps of Retired Professionals.
- You can purchase your desired URL from any website that sells domain names or you can go to this website (in the spirit of transparency, I make an affiliate fee when you click it, and please know that I'd refer this company even if I didn't!): [www.Bluehost.com/track/sixfigure](http://www.Bluehost.com/track/sixfigure)

## Day One – Part Five: Determine Your Prices and Practice Saying Rates

- Information on how and when to raise rates:  
<https://www.sixfigurepetbusinessacademy.com/how-pet-business-owners-can-write-the-perfect-rate-increase-letter>

## *Resources for Day Two – Making Your Business Official*

### Day Two – Part One: Determining Your Business Classification

**Small Business Association:** The SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation's only go-to resource and voice for small businesses. [www.sba.gov](http://www.sba.gov)

### Day Two – Part Two: Tracking Income and Expenses and Budgeting Basics

To get a referral from me of a great pet sitting and dog walking administration software that I recommend, email me at [thrive@SFPBacademy.com](mailto:thrive@SFPBacademy.com) and put this as the subject line: “**Udemy Course Software Recommendation Needed**” and I’ll send you my recommendation.

#### **Examples of Possible Business Expense Categories:**

Accounting  
Advertising: online  
Advertising: print  
Advertising: newsletter  
Auto insurance (work car)  
Auto maintenance (work car)  
Auto payment (work car)  
Bank charges  
Computer  
Contracted work  
Equipment

Fencing (if boarding dogs)  
Gas  
House and yard upgrades (if boarding dogs)  
Insurance: business  
Licenses  
Membership fees  
Office supplies  
Parking fees and tolls  
Pet supplies  
Phone  
Tax payments  
Utilities  
Website

**TOTAL BUSINESS EXPENSES: \$ \_\_\_\_\_**

If you don't already have an accurate personal budget each month, this is a great time to figure out your personal expenses as well. As a small business owner, you will need to know exactly how much it costs to run your business as well as how much you need to maintain your personal lifestyle.

**Examples of Possible Personal Expense Categories:**

Auto insurance (personal car)  
Auto maintenance (personal car)  
Auto payment (personal car)  
Beauty/hygiene  
Chiropractor/acupuncture  
Clothing  
Coffee/chai/tea  
Credit card payments  
Dental  
Dining out  
Entertainment  
Fuel  
Gifts  
Groceries  
Health club/gym membership  
Household  
Insurance: home or renter's  
Insurance: medical  
Laundry/dry cleaning  
Medical

Mortgage/rent  
Optical  
Savings  
Tithes/offerings  
Travel  
Utilities

**TOTAL PERSONAL EXPENSES:** \$ \_\_\_\_\_

## Day Two – Part Three: Making Your Business Official

**Suggestions for finding a good accountant:** ask your business owner friends for a referral, post a recommendation request on Facebook or Nextdoor (or both), or search online in your city and interview some to find the right fit for you.

# *Resources for Day Three – Nuts and Bolts*

## Day Three – Part One: Client Meet-and-Greet and Client Intake Forms

- Contract signing software: [www.Docusign.com](http://www.Docusign.com)
- Pet Sitting and Dog Walking Forms and Contracts for Purchase: <https://www.sixfigurepetsittingacademy.com/startupforms.html>
- Search online for “low-cost legal aid” in your nearest big city. You can also contact [www.SCORE.org](http://www.SCORE.org) to possibly find a volunteer patent and trademark attorney who can assist you, or they may be able to recommend a low-cost attorney. SCORE is the acronym for Service Corps of Retired Professionals.
- Many pet sitting administration systems have the option to upload your contracts and forms and then have clients download and sign the forms from your admin system. Email me for my admin software recommendation at [thrive@SFPBacademy.com](mailto:thrive@SFPBacademy.com).

## Day Three – Part Two: Banking, Online Pay and Credit Cards

**Choosing a merchant account so you can accept credit cards:** Check rates for merchant accounts before committing yourself to one. The merchant account I recommend is Elavon, which can be signed up through Costco (the big box store). You must have a Costco membership to sign up for Elavon in order to get the Costco low rate.

## Day Three – Part Three: Business Insurance and Bonding

Email me for my referral for low-cost pet sitting and dog walking insurance:  
[thrive@SFPBacademy.com](mailto:thrive@SFPBacademy.com).

# *Resources for Day Four – Branding*

## Day Four – Part One: Creating a Logo and Tagline

For a great logo designer visit: <https://99designs.qvig.net/LQEqY>

## Day Four – Part Two: Create a Simple, Effective Website

- DIY website creation:  
[www.Squarespace.com](http://www.Squarespace.com)  
[www.Wordpress.com](http://www.Wordpress.com)  
[www.Wix.com](http://www.Wix.com)
- Where to find a great copywriter or editor to write the words on your website:  
[www.Upwork.com](http://www.Upwork.com)
- Stock Photos:  
  
Quality photos for purchase:  
[www.istock.com](http://www.istock.com)

Free photos to download (be sure to only choose images that are permitted for commercial use):

[www.Unsplash.com](http://www.Unsplash.com)

[www.Pixabay.com](http://www.Pixabay.com)

- Website Hosting: [www.Bluehost.com/track/sixfigure](http://www.Bluehost.com/track/sixfigure)
- Where to find a website designer: [www.Upwork.com](http://www.Upwork.com)

## *Resources for Day Five – Simple, Low-Cost (and Free!) Marketing*

### **Day Five – Part One: Getting on Social Media and Google**

- Connect with me on social media (but don't go down the "rabbit hole" when you log in!):

**Instagram:** [www.Instagram.com/PetBizCoach](http://www.Instagram.com/PetBizCoach)

**Facebook:** [www.Facebook.com/SixFigurePetSitting](http://www.Facebook.com/SixFigurePetSitting)

**LinkedIn:** [www.Linkedin.com/in/SixFigurePetSitting](http://www.Linkedin.com/in/SixFigurePetSitting)

**Pinterest:** [www.Pinterest.com/SixFigurePetBiz](http://www.Pinterest.com/SixFigurePetBiz)

**Twitter:** <https://twitter.com/petbizcoach>

- Join the Prosperous Pet Business Facebook group for pet sitters, dog walkers and all other pet business owners: [www.Facebook.com/groups/ProsperousPetBusiness](http://www.Facebook.com/groups/ProsperousPetBusiness)
- Productivity and accountability co-working:  
<https://prosperouspetbusiness.com/focusmate/>

## Day Five – Part Two: Create a Diverse Marketing Strategy

SEO for Pet Business Owners webinar recording available for purchase:

<https://www.sixfigurepetbusinessacademy.com/dogtrainingpetgroomingsearchengineoptimization>

SEO Coaching with Kristin Morrison:

<https://www.sixfigurepetsittingacademy.com/PetSitterSearchEngineOptimization.html>

## Day Five – Part Three: Print Marketing (Including Business Cards)

- Business Card Designers:  
[www.VistaPrint.com](http://www.VistaPrint.com)  
[www.Upwork.com](http://www.Upwork.com)
- Postcard Mailing for Marketing (VistaPrint offers this for most locations in the U.S.):  
[www.VistaPrint.com](http://www.VistaPrint.com)

# *Resources for Day Six – Marketing Momentum*

## Day Six – Part One: Local Marketing

- Marketing on t-shirts, hats, and other items:  
[www.Zazzle.com](http://www.Zazzle.com)  
[www.VistaPrint.com](http://www.VistaPrint.com)



## Day Six – Part Three: Find New Clients Through Networking

- Join the Prosperous Pet Business Facebook group for pet sitters, dog walkers and all other pet business owners: [www.Facebook.com/groups/ProsperousPetBusiness](http://www.Facebook.com/groups/ProsperousPetBusiness)
- Download the *100 Free Places To List Your Pet Business Online* booklet that's found below and commit to listing your business information on 3-5 sites per day until you've gone through the list. Please note that some of the links in the booklet may no longer work or may now be paid links. There are plenty of links listed, so if you experience a "dead" link, just move to the next one.  
<https://sixfigurepetbusiness.lpages.co/100-places-to-list-pet-business/>

## *Resources for Day Seven – The Final Day*

### Day Seven – Part One: Submitting a Press Release

- Where to find an editor to make sure there are no typos or grammatical errors your press release: [www.Upwork.com](http://www.Upwork.com)
- Where to create t-shirts, banners, dog toys with your logo on them, etc.:  
[www.Zazzle.com](http://www.Zazzle.com)  
[www.VistaPrint.com](http://www.VistaPrint.com)



## *Tools and Programs to Help You Achieve Pet Sitting and Dog Walking Success...NOW!*

*To help you start and grow your pet sitting and dog walking business, here are some tools and programs that provide greater support than you might get from a book alone.*

### **Pet Business Coaching with Kristin Morrison**

Are you ready to take your business to the next level but need support to help you do that? I can help you take your business where you want it to go, quickly and easily. I've helped thousands of pet business owners from around the country, and I can definitely help you with whatever challenges you face with your pet business.

Visit my business coaching page for testimonials and to sign up for business coaching with me: <https://www.sixfigurepetbusinessacademy.com/coaching-pet-business-owners>

### **Search Engine Optimization (SEO) Coaching**

In just one complete session, I can take most pet sitting and dog walking websites from low (or non-existent) on the search engines to much higher—often to page one.

Visit the SEO coaching page to find out more: [www.sfpsa.com/seo](http://www.sfpsa.com/seo)

# *Tools for Start-Up, Growth, Acceleration, and Hiring*

Thousands of pet sitters and dog walkers from all over the world have used the Six-Figure Pet Sitting Academy Pet Sitting and Dog Walking Start-Up Kit, client contracts, hiring tools, and success recordings to start and grow their pet businesses and you can too!

The site contains over many pet sitting and dog walking business forms and tools that can help you get started or expand your business—right now!

All products are available for instant download so you'll receive the items you order in less than 60 seconds. Also, all start-up and hiring kits, client contracts, and forms are fully editable so you can customize as needed for your business.

*Find out more about the products that can take your  
pet business to the next level:*

[www.sfpsa.com/petsit](http://www.sfpsa.com/petsit)





## 4-Week Pet Business Online Group Programs

Do you need support to create a profitable and easy-to-run business *and* a great life?

I offer online pet business pro- grams, and you are welcome to join me and other pet sitting and dog walking business owners from around the world who are excited to create a successful business and fulfilling life. Each program has a private Facebook group to keep you connected and feeling supported long after the programs are over.

**These are virtual programs, and they are designed so you can participate from anywhere in the world.** You can even attend from your pet sitting or dog walking office or from your car! And if you miss a class, no problem—the recording will be available for you to watch, listen, and learn from whenever you like.

The **30 Days to Start and Grow Your Pet Sitting and Dog Walking Business Program** is a 4-week course designed to take what you’ve learned in this book and to help you complete the action steps within the supportive and accountable framework of a weekly course surrounded by like-minded pet business entrepreneurs who really “get it.” The **Catapult 4-Week Pet Business Program** is for pet sitters and dog walkers who want to create more business success with ease.



The **Jumpstart 4-Week Pet Business Burnout Recovery Program** is a recovery course for pet business owners suffering from pet business burnout (you know who you are).

You can learn more about the online programs, read testimonials from past graduates, and sign up now by visiting the pages below:

*30 Days to Start and Grow Your Pet Sitting and Dog Walking Business Online Program:*

[www.sfpsa.com/30](http://www.sfpsa.com/30)

*Catapult 4-Week Pet Business Program:*

[www.sfpsa.com/catapult](http://www.sfpsa.com/catapult)

*Jumpstart 4-Week Pet Business Burnout Recovery Program:*

[www.sfpsa.com/jump](http://www.sfpsa.com/jump)

# About Your *How to Start Your Pet Sitting and Dog Walking in 7 Days* Course Instructor



**Kristin Morrison** started her pet sitting and dog walking company in 1995 and it grew to be one of the largest pet care companies in California. She hired over 250 pet sitters and dog walkers during the course of running her business. When she sold her business in 2013, it had grown to include 35 staff members and 4 managers.

Since 2000, Kristin has provided pet business coaching for thousands of pet sitters, dog walkers, and other service-based pet business owners across the United States, Canada, the UK, and Australia. In 2008, she founded Six-Figure Pet Sitting Academy™, which provides coaching, webinars, and business products for pet sitters and dog walkers. She also created Six-Figure Pet Business Academy™ for all service-based pet business owners, including dog trainers, pet groomers, and dog daycare owners.

Kristin is a nationally recognized speaker at pet business conferences and pet business networking groups. She also hosts the annual Prosperous Pet Business Online Conference and

the Prosperous Pet Business podcast. Kristin has written many books for pet business owners including: *30 Days to Start and Grow Your Pet Sitting and Dog Walking Business*, *The Hiring Handbook for Pet Sitters and Dog Walkers*, *Six-Figure Pet Sitting*, *Prosperous Pet Business*, and *Six-Figure Pet Business*. Kristin lives in Marin County, California, with her husband, Spencer.

Visit this page to find out more: <https://www.sixfigurepetbusinessacademy.com/pet-business-coach-kristin-morrison>