



STARTING YOUR OWN DOG BUSINESS

So, you've decided to start a new business venture centred on the nation's favourite four-legged companions. Congratulations – you've made a wise choice. Almost a quarter of the UK's population now live with a canine companion, so you'll enjoy a steady stream of work, and you're all set to future-proof your business model.

Starting a dog-centric business is just like any other, though. You'll need to do your homework, and ensure that you balance professionalism, approachability and excellence in service to attract clients.

Canines are more than just pets in the 21st Century. For the vast majority of pooch parents, their dogs are members of the family. Handing over a dog to a professional is akin to booking a babysitter for a child. Potential clients will do their due diligence, and ensure that their tail-wagging chum is in safe hands.

The good news is that this means you can build a working relationship with a number of clients. Good news travels fast, and with so many pet parents being time-poor, you can soon have a thriving business on your hands.

Between work, family commitments and those never-ending challenges that life throws in our path, many people are struggling to provide their dogs with the attention they crave and deserve. Providing a professional service can alleviate any concerns that dog owners have about their canine's quality of life, and MyWaggyTails can ensure that your business is a roaring success.

Of course, this begs the question as to which business you should look to run. Dog Whisperer isn't recognised as an official job title, and you'll struggle to build much buzz on LinkedIn with such a position. MyWaggyTails assists aspiring entrepreneurs with three core business models.

MyWaggyTails®

Dog Walking

Ah, walkies – the highlight of any doggy day. Sadly, many pet parents struggle to find the time to get those canine legs stretched. Taking walks is pivotal for dogs. The litany of scents they encounter sparks their imagination, so a good stroll provides as much mental stimulation as it does physical exercise.

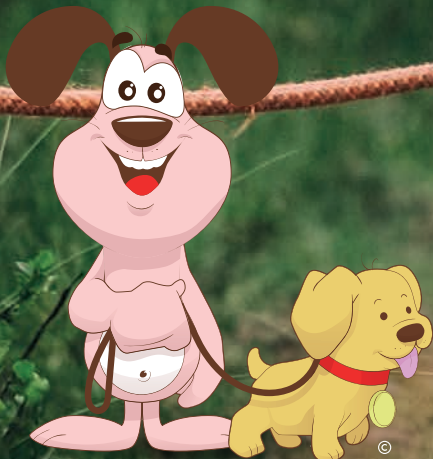
Being a professional dog walker involves more than just leashing up a four-legged friend and ambling through the local park, though. If you want to run a professional operation, there are a number of things to take into consideration.

MyWaggyTails will furnish you with all the information that you need, and help you get started. Just some of the considerations surrounding a dog walking business include:

- Appropriate insurance policies that you'll need to take out.
- An understanding of the laws of the land. It's very easy to fall foul of the Clean Neighbourhoods and Environment Act 2005, Dangerous Dogs Act 1991 or Road Traffic Act 1988 if you're not au fait with the law.
- The apparatus that you'll need to run an efficiently dog walking business.
- How you'll advertise your services, and generate an ever-growing client base.

- An understanding of the nature and nurture of different dogs. You must know your Shih Tzus from your Schnauzers, and be capable of providing your clients with the best service possible.
- Canine first aid, in the event of an unfortunate accident befalling one of your four-legged charges.

This is just the top of the iceberg – there is a lot to consider when operating a dog walking business. Thankfully for you, MyWaggyTails are with you every step of the way to set you up and aid your success!



MyWaggyTails®

Doggy Daycare

We all want our dogs to have the best life possible. Unfortunately, they can also be expensive critters. Between toys, trips to the groomer, food and treats and veterinary bills, keeping a dog healthy can be costly. This means more hours at work to earn enough money for their upkeep – and less time spent with the canine in question.

An increasing number of people are spending up to 12 hours a day away from home, and wondering why they come home to a scene of devastation. Dogs are smart, and if they're left to their own devices they'll grow bored. A pooch looking to make their own fun rarely ends well for pet parents!

This is why MyWaggyTails are aiding people in the creation of doggy daycare businesses. And there are really two types – 1) smaller day-care services offered from your home, augmenting any overnight boarding services; and 2) daycare services from bespoke premises, whether this is a rural setting or an adapted former industrial unit.

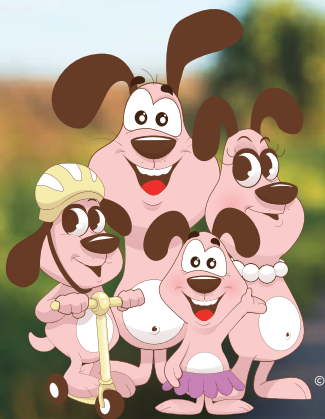
If you're home alone and you fancy some company during the working day, why not consider turning your home into a canine crèche, mixed up with some dog walks. Alternatively, you can create a smorgasbord of theme park-style canine delights with a purpose designed daycare centre.

Dogs are amazing company, and will bring unceasing delight to your life. They'll provide an excuse to get outside and take in some fresh air, and they'll never tire of showering you with affection. Sounds like a nice way to make a living, doesn't it?

Naturally, the dog also returns to their owner at the end of the working day. This means that you can enjoy all of the benefits of dog ownership, and struggle with none of the drawbacks. You won't be tied to house (or office) and unable to take holidays, and if you time it right, you may not even have to reach for a doggy bag throughout your shift!

There's more to offering canine daycare than just letting a dog into your home, though. You'll need to ensure that the entire venue is pet-safe, for a start. That means no toxins that a curious canine could ingest, no holes in the fence for a hairy Houdini to slip through, and a litany of business licenses and insurance policies. You'll also need to ensure that you understand doggy body language, including any warning signs that they're feeling uncomfortable or intimidated. Children, in particular, must be handled with care around canines.

Fortunately for you, MyWaggyTails has you covered. We can help you set up your business, and ensure that you're soon considered the pied piper of pooches throughout your hometown.



MyWaggyTails®

Canine Home Boarding

Some pet parents need assistance for more than just a day, however. What happens when a client needs to go away for several days on short notice? Their dog cannot stay home alone, but many people balk at the concept of kennels.

If you have a suitable home and land of sufficient size, and you have the communication skills required to make a connection with dogs of all shapes and sizes, why not start a dog boarding business? There can never be enough good 'home from home' boarding services available.

This one is only for the ambitious, as there will be a stack of administration involved, not least in getting fit for your local authority licensing audit. You'll also need to ensure that you know the ins and outs of dog health and wellness, so your charges remain bright-eyed and waggy-tailed under your watchful eye.

On the plus side though, you'll be responsible for meeting the needs of countless dogs under your care, ensuring that they're appropriately fed, exercised and – perhaps most importantly – petted. Can you think of a more charming way to make a living than being surrounded by dogs all day, every day?

The ever-revolving cast of canines that make up a client base would guarantee that no two days are ever the same, and you'll never stop being fascinated by the adventures of these four-legged furballs.

Whatever you have in mind, MyWaggyTails are ready to help you turn your dreams into a reality. There are 4.8 million people in the UK that currently identify as self-employed. Why not break free from the shackles of the nine-to-five and join them by setting up your own dog business?

You can be your own business, and canine clients are considerably more fun to work with. If you think you're ready to get started, get in touch with MyWaggyTails to start a franchising opportunity, and launch your new life! As the old saying so nearly goes, "you don't have to be barking to work with us, but it helps."



To find out more about starting your own dog business...

Visit: MyWaggyTailsBusiness.co.uk

Call: Randle on 020 3393 2093

Email: mail@mywaggytails.co.uk



MyWaggyTails®