

So You Want To Start A Pet Business!

SO, YOU WANT TO START A PET BUSINESS?



Written & compiled by Gene R. Sower

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TABLE OF CONTENTS

- Welcome Petrepreneurs
 - Pet Industry Statistics
 - Types of pet businesses you can start
 - Doggie Daycare
 - Dog Training
 - Pet Grooming
 - Pet Sitting
 - Pet Waste Removal
 - Pet Photography
 - Pet Treat Business
 - Other Types of Pet Businesses including work from home, franchises, business opportunities and more!
 - Summary
-

WELCOME PETREPRENEURS

If you're passionate about pets and want to find a way to turn your love and enthusiasm into a business, you've come to the right place.

Before getting started please note that our **BLOG** is the place for up-to-the-minute pet business news and information. [CLICK HERE TO VIEW OUR PET BUSINESS BLOG, UPDATED WEEKLY](#) or copy and paste this link: www.naturalpetsworld.com/petbizop

You can also find unique content and links to pet industry news on our Twitter feed located at www.twitter.com/petbizop

And please be sure to "Like" us on Facebook where we have a very active community of petpreneurs like you! www.facebook.com/petbusinessopportunity

THIS BOOKLET WILL HELP YOU:

- Determine if starting your own pet-related business is for you
- Learn about the various pet business opportunities that exist
- Learn marketing tips and strategies to help you grow your existing pet business

WHILE IT TAKES MORE THAN PASSION --- IT HELPS!

If you're reading this it's probably because you're thinking about turning your passion for pets and animals into a second career or to supplement your existing income.

Believe it or not, I left a six-figure salary and a corporate job in New York city to devote myself full-time to my [Lucy The Wonder Dog](#) business. Why? Well, I left the "daily grind" as I liked to call it, precisely for that reason --- it was a grind!

Commuting into New York City year round by bus and/or train, day in and day out for over 20 years can take a toll on anyone. Add 9-11 to the mix and the fact that I was tired of making money for someone else and wanted to spend more time with my family, I decided it was better to take the plunge now rather than later. After all, it never gets EASIER to make such a move.

I should explain, however, that I didn't just wake up one day and decide to quit my job and start a home-based pet business. I had been developing and growing Lucy The Wonder Dog since 1995 when the World Wide Web was maybe a year old. It was originally based on my love of dogs, my Jack Russell Terrier Lucy, to be exact, and one thing, as they say, led to another.

So You Want To Start A Pet Business!

What started as a hobby became more and more serious until my day job began to interfere with my "hobby". When it reached that point, I took the plunge. And I never looked back. But starting and growing a home-based pet business was years in the making. Not some spur of the moment decision. And the thing that drove me forward, as with all entrepreneurs, was a passion for what I was doing. Don't underestimate passion as a driving force for making your dream a reality. At the same time, make sure you go in with your eyes open with some idea of the risks and commitment involved.

Which brings me to my point: Starting any home-based pet business or business opportunity is hard work. There are risks and, of course, rewards, but no guarantees that you will succeed.

But the benefit of starting a home-based business --- a PET RELATED home based business opportunity, is that you can begin slowly, test the waters, grow it at your own pace and then decide to take the plunge. Or not.

And because you have a love of pets (which is why I assume you're here) you'll be doing something rewarding that you love. If you stick with it, use your enthusiasm and follow a plan you'll have a better chance of success.

HOW TO READ THIS BOOKLET

We wrote this booklet based on our website but completely updated it, checked all the links and updated the pricing for franchises and other business opportunities listed throughout. But since things are constantly changing, please make sure to visit the individual sites listed within and get the latest information directly from the source.

That's why the best way to read this booklet is on a computer or other online device connected to the Internet so you click the links and be taken directly to the source.

I think you'll find the information within this booklet to be a useful guideline to help you determine the right pet business, if any, that's right for you!

To your success!

Gene R. Sower

Publisher, www.pet-business-opportunity.com; www.naturalpetsworld.com/petbizop

www.facebook.com/petbusinessopportunity

So You Want To Start A Pet Business!

2011 PET INDUSTRY Statistics

Pet Age Magazine reports the following pet business retail statistics for their annual Retailer Report which came out in January of 2011 and covers the years 2009 through 2010. Here were some of the highlights gathered from the 242 retailers who responded, with a margin of error of 6.3%:

- 41% of pet retailers responding to the survey have been in business more than 10 years
- 3% of respondents have been in business one year or less
- Average time in business: 12 years
- 30% of pet retailers are sole proprietorships 30% of pet retailers are LLCs
- 28% are S corps
- 8% are C-corps
- 4% are partnerships
- 53% of pet retailers are located in an urban environment like city or suburb
- 83% of pet retailers have a web site

HAVE BOUTIQUES PEAKED? The age of the pet boutique as we know it is over, according to the survey, thanks in large part to the economy. No surprise, really, that the days of selling \$100 dog dresses has seen its day.

But while the stats showed that 18% of pet retailers considered themselves a pet boutique in 2005 only 9% did in 2009, the boutiques that have survived are evolving to focus less on fashion and more on pet health with the more successful boutiques positioning themselves as experts who can advise their customers about health and wellness issues and less about \$50 dog collars.

Other highlights...

CONTRADICTIONS IN SERVICES

The Pet Age survey identified some contradictory trends when it comes to offering pet services to augment product sales.

- While 70% of respondents are offering at least one pet service (such as dog washing), up from 62% in 2008, they accounted for only 14% of dollar volume compared to 19% in 2008
- Margins on pet services increased significantly from 69% in 2008 to 108% in 2009
- Most popular service was self-service dog washes, up from 12% in 2008 to 22% in 2009
- Doggie daycare at pet retailer locations dropped from 18% in 2008 to 12% in 2009

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Probably means that while pet consumers are more careful with their spending, they're still seeking out services of value and retailers are gravitating toward those services that are less expensive to operate with higher profit margins. Self-service dog washes vs. the labor-intensive doggie daycare service is a financial no-brainer.

WHERE PET STORES MAKE THEIR MONEY

While dog food sales and dog supplies remained the category leader, the live animal category was up 4% with reptiles and amphibians leading the way

The TOP 10

- Dog food 25%
- Dog Supplies & accessories 21%
- Services 14%
- All live animals 12%
- Bird food & supplies 7%
- Cat food 7%
- Fish food & aquarium supplies 5%
- Reptile food & supplies 5%
- Cat supplies & accessories 4%
- Gifts & novelty items 4%

Inventory turnover for bird supplies fell to 9.6 in 2006 from 12.8 in 2005.

FAVORITE FORMS OF ADVERTISING

Average spent on advertising, \$8,797 in 2009, up from \$7,938 in 2008.

- Referral/word of mouth 32%
- Internet/Email 22%
- Newspaper 14%
- Direct Mail 7%
- Radio 7%
- TV/Cable 5%
- Magazine 4%
- Phone directories/Yellow Pages 3%
- Other including events 1%

AVERAGE STORE SIZES

- 3,417 sq. feet retail space
- 50% 2,000 sq. feet or less
- 29% have 2,000 - 3999 sq. feet
- 14% have 4,000 - 7,999 sq. feet
- 7% have 8,000 square feet or more

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SUMMARY

While most pet retailers cited the economy as their number 1 challenge in the survey, the issue that rated number 2, which didn't even make the list last year, was finding and keeping good employees.

Many pet retailers find themselves in a Catch 22 of sorts, reducing salaries and benefits because business is off but then losing business because they can't retain good employees. I find that very surprising considering the high unemployment rate but see this as a tremendous opportunity for retailers to attract good, reliable employees with a little creativity. Things like flexible hours and bonuses based on performance can make the difference as well as paying hiring bonuses to existing employees for recommending potential hires that get hired and remain with the business for at least one year.

OTHER HIGHLIGHTS

- 30% of retailers are 55 or older, up from 25% in 2008
- 25% of pet retailers reported sales increases of 10 - 24% in 2009
- 5% reported sales declines of 25% or more
- Dog food was the product attributing the greatest dollar volume to the business
- Average gross dollar volume in 2009 was \$1,575,657, almost triple the 2008 average
- Average customer transaction in 2009 was \$82.24
- Number of retailers offering employee benefits in 2009 dropped 13%

TYPES OF PET BUSINESSES YOU CAN START

DOGGIE DAYCARE BUSINESS

I'm a big fan of the pet day care business, also referred to as doggie day care. In fact, my two very active Jack Russell Terriers attend a local doggie day care facility several times a week. Keeping them busy and happy is extremely valuable to me. Especially because I work from home and having them constantly begging to play makes it hard to get any work done, to say the least.

DOGGIE DAYCARE FILLS A GROWING NEED

In fact, boredom is one of the top causes of behavioral problems so utilizing a doggie daycare facility is a great way to alleviate the problem of boredom.

And with more and more one-parent families and families where both parents work it's often the dog that suffers from neglect. And neglect from boredom often leads to all types of behavioral issues such as:

So You Want To Start A Pet Business!

- Excessive Barking
- Self-mutilation
- Destructive chewing

GROWTH AREA

Focusing on the doggie day care business can be a smart business decision since the shifting demographics in the United States show lots of promise for this type of a service.

The typical client is two adults who both work and have no children. These two-income "families" have, in effect, made the dog the child of the family and are quite willing to pay for their pet's happiness and wellbeing. These types of owners know that a happy dog is a tired dog and understand the pitfalls of leaving their dogs home alone all day while they're away at work.

With 38% of all households owning at least one dog, this positive trend of more dogs and less time bodes well for the industry.

As a doggie daycare owner you provide a valuable service for a valued member of the family --- the dog!

DO YOU HAVE THE RIGHT STUFF FOR A DOGGIE DAYCARE BUSINESS?

Some of the reasons you may be considering starting your own doggie day care business are because you love dogs and want to be in business for yourself. Or maybe you want to take more control over your own life and are simply sick and tired of the corporate world.

While these are perfectly good reasons to consider this business, it's important to take a realistic look at the rewards as well as the challenges of starting a doggie day care business and what you should look at to determine if you have the "right stuff".

A HUGE INVESTMENT IN TIME

Actually, there was a time not too long ago when I was seriously considering starting my own pet day care business. Aside from the fact I couldn't find an affordable or appropriate location, I quickly became aware of the HUGE investment of time, if not money.

Owning and operating a pet day care business requires LOADS of hours.

Remember, most people will be dropping off their precious pets before work and picking them up on the way home. That means you have to be there BEFORE people head off to work as well as AFTER they come home. 12 - 14 hour days are not uncommon.

So You Want To Start A Pet Business!

WHO IS SUCCESSFUL IN THIS BUSINESS?

People in the doggie daycare business come from a wide variety of backgrounds. What they all share is a love of dogs, a desire to run their own business, is self-motivated and have good people skills. While dogs will be your focus during the day, keeping the person on the other end of the leash happy is just as important. No dog has ever been known to write a check!

It's also important to understand that owning and operating a doggie day care business requires long hours and lots of hard work. Since most people drop off their pets on the way to work and pick them up on the way home, you, or someone on your staff, will need to be there when your first customer arrives until the last one goes home. 6am - 8pm days are not uncommon.

HOW MUCH CAPITAL WILL YOU NEED TO GET STARTED

How much will it cost to create a doggie day care facility and get it up and running? Well, a lot depends on how many improvements you plan on making to your space. Extensive build-outs will cost more while a medium amount of modifications will cost less.

According to a cross section of active doggie day care business owners interviewed on the [Doggie Day Care Business DVD](http://www.pet-business-opportunity.com/petdaycarebusiness.html), (<http://www.pet-business-opportunity.com/petdaycarebusiness.html>) some have opened their businesses for as little as \$10 - \$15,000 while some spent as much as \$100,000. According to information provided by the Pet Care Services Association (formerly the American Boarding Kennels Association or ABKA) a non-profit trade association, 50% of doggie day care owners spent \$50,000 or less in start-up capital, while 24% spent \$25,000 or less. NOTE: Since this writing, the Pet Care Services Association has since declared bankruptcy and is no longer in existence although I keep hearing they are trying to relaunch. Stay tuned!

What they all agree upon, however, is the importance of having at least 6 months of working capital to keep you afloat until the business begins to catch hold.

BIGGEST MISTAKES

Probably the biggest mistakes that new doggie day care business owners can make is starting too big with too many dogs. Other pitfalls include taking in inappropriate dogs (unneutered males, aggressive dogs, dogs that are too shy, etc.) and not training the staff properly to anticipate problems **before** they occur.

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Most successful doggie day care business start small, establishing procedures and systems that they know are successful, and then gradually expand by adding more dogs per day.

WHAT ELSE YOU NEED TO KNOW

Here's some additional information and resources to help you decide and then open and operate your own successful pet day care business.

LEARN ABOUT ANIMAL BEHAVIOR

If you're seriously considering opening your own doggie day care business you'll need to know how to manage a pack of dogs. Knowing the signals to look for can prevent fights from breaking out. It's much better to stop fights from happening in the first place than to have to break them up.

If you're interested in getting a more formal education in animal behavior Wheaton College has some useful course descriptions, links and resources to explore:



[ANIMAL STUDIES](http://acunix.wheatonma.edu/kmorgan/ab_careers/animal_behavior_careers.html)

http://acunix.wheatonma.edu/kmorgan/ab_careers/animal_behavior_careers.html

If I haven't talked you out of it yet, well, then maybe you do have the "Right Stuff."

DOGGIE DAYCARE CONSULTING SERVICES

Dog Day Afternoon is a Florida-based pet day care business owned and operated by Emily Schlansky since 1999. For \$39.95, this doggie day care primer is written by a knowledgeable insider who knows the ropes from the inside out. In fact, on their own website they go on to say this regarding their own consulting plan: "It is not a turn-key, franchise packet (that's why it's only \$39.95!) but it will aid you in the development of your own successful doggie daycare enterprise."

I would agree.



[VISIT DOG DAY AFTERNOON FOR MORE DETAILS](http://www.dogdayafternoon.net/howdoistart.html)

<http://www.dogdayafternoon.net/howdoistart.html>

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Pet Care Business Consulting (catchy name, eh?) offers a variety of consultation services on their densely worded website filled with microscopically small fonts. If you can get through reading the mounds of materials you'll see they offer a variety of webinars and actual one-on-one coaching services that are hyper-targeted to the doggie daycare and kennel businesses. This site makes for an interesting read with a batch of offerings for kennel and doggie daycare startups. No mention of fees or prices, though. ADVICE: ask a lot of questions, find out exactly how much things cost and what you get and check the Better Business Bureau before plunging in.



PET CARE BUSINESS CONSULTING

<http://petcarebusinessconsulting.com/index.html>

DOGGIE DAYCARE FRANCHISE OPPORTUNITIES

Central Bark Doggie Day Care is based in Wisconsin with over 25 franchises in about nine states.

A franchise might make a lot of sense because you won't have to reinvent the wheel. But it's not cheap: Central Bark charges a Franchise fee of \$40,000 to teach you the ropes with an on-going royalty fee of 4.5%. Total Investment in a Central Bark franchise ranges between \$275,000 & \$375,000 of which a minimum of \$80,000 - \$100,000 must be liquid.



CENTRAL BARK DOGGIE DAYCARE FRANCHISE

<http://www.centralbarkusa.com/pet-franchise-doggy-day-care-central-bark-usa.html>

CAMP BOW WOW is the Big Dog in doggie daycare franchising with over 115 locations up and running.

The estimated start-up costs for a Camp Bow Wow® will vary based upon the size and location of your facility. They require franchise applicants to possess a minimum \$100,000 in liquid capital (cash, stock, mutual funds, etc.) and typically the majority of this cash injection will be applied to the franchise fee. Most of their franchisees secure loans through the SBA for the balance of their financial commitments.

The current franchise fee is \$50,000 which helps cover the cost of providing you with business opening assistance, initial training, and other support and franchise development services. In addition to the franchise fee, your total investment would include the cost of equipment, computer hardware and software, leasehold

So You Want To Start A Pet Business!

improvements, site service fees, deposits, site plans, permits, legal fees, signage, supplies, grand opening and marketing activities, and other general expenses.

One great feature about this franchise opportunity is the use of webcams to allow dog owners to login and watch their dogs over the Internet anytime they want.



CAMP BOW WOW

<http://www.franchisegator.com/Camp-Bow-Wow-franchise/>

DOG TRAINING BUSINESS

LEARNING DOG TRAINING

Learning dog training can be a rewarding career if you love dogs and enjoy teaching.

It's is also the perfect work from home business.

Becoming a dog trainer takes time, though, so the lead time is a bit longer than becoming a pet sitter, for example, or selling pet products. After all, a dog trainer is an "expert". People are paying you for solutions to problems. Learning to train dogs is a life-long pursuit that requires constant education to keep up with the newest trends and methods of animal behavior and communication.

To be successful it's probably best to apprentice for someone else in order to learn your craft and hone your skills. Only after a 3 -5 years of studying and working/apprenticing for someone else should you really consider starting your own dog training business.

DOG TRAINING RESOURCES

A must-see resource is [The American Dog Trainer's Network](#) (ADTN). The ADTN lives on after the death of its founder Robin Kovary who passed away in 2001. Much of the site has been preserved and it's no longer updated but much of the info found here about what it takes to become a successful dog trainer is pretty timeless and universal so I still recommend a visit.

Here you'll find lots of educational resources and programs to consider should you want to pursue this profession --- which is what it is --- a profession, not a hobby.

The site still lists seminars, training schools, organizations that teach animal behavior and lot's more. Be sure to read their assessment of "mail order" training courses and why they're probably NOT a good idea.



[DOG TRAINER'S NETWORK](http://tonypassera.com.p8.hostingprod.com/thedogsite/www/new/resource.php?id=46)

<http://tonypassera.com.p8.hostingprod.com/thedogsite/www/new/resource.php?id=46>

THE ASSOCIATION OF PET DOG TRAINERS

[The Association of Pet Dog Trainers](#) is a tremendous resource if you're considering the dog training profession. Apparently, schools and classes aimed at training potential dog trainers vary so wildly in quality and philosophies from one town to the next that it's impossible to recommend any one school or course.

Most dog trainers are self-taught by utilizing a combination of books, hands on workshops and apprenticeships with other trainers. Online training courses without hands on training that includes immediate, real time feedback from actual trainers are considered worthless. The APDT suggests taking the following steps to properly evaluate if a dog training program is right for you:

A good training program will cover the following subjects:

1. **History of Dog Training.** A complete history of dog training from late 19th century to present. Comparison and contrast of dog training with other animal training endeavors.
2. **Animal Learning.** Classical and operant conditioning, positive and negative reinforcement, positive and negative punishment, conditioned reinforcers, discrimination, generalization, habituation, sensitization and desensitization, blocking and overshadowing, motivation, establishing operations, conditioned emotional responses. Comparisons of dog learning to human learning.
3. **Dog Behavior.** Dog development and ethology, genetics of behavior, fixed action patterns, social signals, body language, social development, critical periods, hormonal influences, breed characteristics.
4. **Designing Classes.** How to design your courses/instruction materials once you graduate. How to counsel individuals, motivate handlers/owners, how to screen and steer clients.

Volunteering with shelters and local rescue groups is also extremely helpful to introduce you to a range of canine personalities, breeds etc.

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Your curriculum and education at the training school should include lectures, reading assignments and practical hands-on experience working with a large number and variety of dogs and/or other animals. The instruction should go on for weeks, not days. Remember, your education will continue throughout your career.

Source: APDT



THE ASSOCIATION OF PET DOG TRAINERS

<http://www.apdt.com/>

US DEPARTMENT OF LABOR BUREAU OF LABOR STATISTICS

The US Department of Labor Bureau publishes a useful guide for those interested in animal training and caretaking positions. It even includes salary averages, earnings potential and job outlooks. You can download the PDF from this site:



ANIMAL CARE & SERVICE WORKERS OCCUPATIONAL HANDBOOK

<http://www.bls.gov/oco/ocos168.htm>

THE CERTIFICATION COUNCIL FOR PROFESSIONAL DOG TRAINERS (CCPDT®)

[The Certification Council for Professional Dog Trainers](http://www.ccpdt.org/) is the only national organization offering a certification in dog training.

Candidates who pass the CCPDT's examinations earn specific designations which may be used after their names. All certificants must earn continuing education units to maintain their designations. They must also adhere to a strict Code of Ethics in their practices.



THE CERTIFICATION COUNCIL FOR PROFESSIONAL DOG TRAINERS

<http://www.ccpdt.org/>

SO YOU WANT TO BE A DOG TRAINER?

I like this book mainly because it approaches dog training from the business aspect. Covers aspects such as advertising your business, marketing, etc. This is not an

So You Want To Start A Pet Business!

instructional book on how to learn dog training! There are a million of those books out there (find recommended books at the DOG TRAINER'S NETWORK link above). Probably best if you've already got some dog training under your belt and want to strike out on your own.



[CHECK OUT THE DOG TRAINER BOOK HERE](#)

BARK BUSTERS DOG TRAINING FRANCHISE

For about \$30,000 Bark Busters will put you in business as a dog trainer with a protected area of potential customers.

According to their website: "Bark Busters home dog obedience training was founded in 1989 and quickly spread worldwide. It has been operating in the US since June 2000 and now has offices in 37 US states and 7 countries with over 270 franchise locations worldwide."

As I've said before, franchising can be perfect for some people because it shortens the learning curve. The marketing materials are professionally done, not to mention the extensive training you receive in the methods of dog training that stress the newer school thinking of positive reinforcement methods, rather than using aversive training or other types of dominance training methods.

Worth a look.



[BARK BUSTERS FRANCHISE INFORMATION](#)

<http://www.barkbusters.com/page.cfm/ID/4/FranchiseInfo/>

PET GROOMING BUSINESS

So you think you want to start your own pet grooming business? If you have a love of dogs and a knack for handling clippers and scissors this may be the pet business opportunity for you.

But no pet groomer should think about testing the waters without joining the National Dog Groomers Association of America (NDGAA).

So You Want To Start A Pet Business!

The NDGAA offers seminars and conferences to help learn not just about being a better groomer, but also how to run a better grooming business.

The NDGAA is also the administrative body that bestows the professional National Certified Master Groomer designation to those that successfully complete the certification program. You can contact the NDGAA directly by visiting their website.



[LEARN ABOUT THE NDGAA HERE](http://www.nationaldoggroomers.com/)

<http://www.nationaldoggroomers.com/>

But please note: You do NOT need any certification or even a license to be a dog groomer. This is both good and bad. Good, because anyone can become a dog groomer, and bad because anyone can become a dog groomer. Even simple pet grooming classes can't assure a quality cut, but certification can truly distinguish a professional from an amateur.

Being certified by the NDGAA assures a basic level of quality and separates the wheat from the chaff, so to speak.

DO YOUR HOMEWORK

But if you really want the lowdown on being a pet groomer or furthering your grooming skills, you really need to visit PetGroomer.com, the ***MOTHER OF ALL GROOMING SITES***.

PetGroomer.com is more than a website, it's an entire community devoted to all things having to do with pet grooming. In fact, PetGroomer.com boasts having more than **6,000** web pages! Wow! This is really the only pet grooming information site you'll ever need.



[VISIT PETGROOMER.COM](http://www.petgroomer.com/)

<http://www.petgroomer.com/>

GET A PLAN

Every new business needs a business plan. Consider it your roadmap.

Writing a business plan for starting a pet grooming business will not guarantee your success but it will give you an honest assessment of how realistic your chances are.

So You Want To Start A Pet Business!

The following site offers a wide variety of easy to follow business plan templates including, of course, a **"PET GROOMING BUSINESS PLAN"** (**click "P" in the alphabetical listings**).

I particularly liked the fact that these easy-to-customize business plans also help you prepare a business loan request, how choosing a name for your pet grooming business is so important and offers over 50 ways to improve your cash-flow.



[GET YOUR PET GROOMING BUSINESS PLAN HERE](#)

FREE BUSINESS PLAN OUTLINE

Looking to write your own pet grooming business plan from scratch but aren't sure what to include? Here's a very useful step by step outline of what information you'll want to include:



[DO IT YOURSELF BUSINESS PLAN FOR GROOMERS](#)

http://www.petgroomer.com/MENU/businessplan_2.htm

FREE GROOMING MAGAZINE SUBSCRIPTION

Groomer to Groomer Magazine claims to be the "Grooming Industry's Business-Building Magazine". It has a laser focused distribution, distributed free to about 20,000 working, active grooming professionals. Each issue is packed with tips and ideas on how to maintain and GROW your grooming business.



[Get A Free Subscription Here](#) - <http://www.groomertogroomer.com/>

VISIT THE GROOMER TO GROOMER FORUM

If you have questions, they've got answers. Post your questions, comments and suggestions on the free Groomer to Groomer Magazine forum.



[Visit The Groomer To Groomer Forum](#) - http://www.groomertogroomer.com/GTG_MessageBoard.html

LEARN ABOUT GROOM EXPO

Every industry has trade shows where professionals learn about new products and techniques as well as network with other professionals in their field. Groom Expo began in 1988 and has become the "must go" event for pet grooming professionals ever since.



[Visit The Groom Expo Site](http://www.groomexpo.com/) - <http://www.groomexpo.com/>

MARKETING YOUR GROOMING BUSINESS

There are many ways to market your grooming business. Some methods include:

- Posting flyers in vet offices
- Posting flyers in pet stores
- Newspaper classifieds
- Website
- Yellow Page listings

Another great and low-cost method is using direct mail postcards.

Did you ever receive postcards from your dentist or veterinarian reminding you it's time for a checkup? It's effective, right? So why not put this system to work for you?

Barkleigh Productions is a company that specializes in training and marketing products specifically for dog groomers, trainers and boarding facilities. They offer a very effective "Reminder System" to get your clients in every 4, 5 or 6 weeks. Check 'em out.



[Barkleigh Productions](http://www.barkleigh.com/) - <http://www.barkleigh.com/>

PET SITTING BUSINESS

I think that starting a pet sitting business may be the perfect home-based business. I mean, where else can you hang out at home, play with dogs and cats and get paid?

Another aspect of the pet sitting business also makes it very attractive --- it's a business in demand! In recent years, the family pet, especially the dog, has been elevated to

So You Want To Start A Pet Business!

valued family members. Combine their rising stature with an aging population of affluent "empty-nesters" who not only treat their pets like children but also have the financial resources to travel and other demographic trends like young married couples having children later in life and you've got the recipe for a booming business.

According to Ian White of pet-sitters.biz, "The Pet Sitting business is booming internationally. In the United States alone there is upwards of 63.2 million individuals who own a pet, or two. Reports tell us that in America there are roughly 64 million dogs and 76 million cats in households. These numbers support why the Pet Sitting Business is on an upward swing. It is fast becoming one of the best small business ventures that an individual can undertake. The Pet Sitting business has been ear marked by the U.S. Bureau of Labor as a small business industry that will thrive with the coming years, with Pet Sitting services located throughout the states."

[Check Out Our 21 Tips to Starting a Successful Pet Sitting Business](http://www.pet-business-opportunity.com/startpetsitting.html)

<http://www.pet-business-opportunity.com/startpetsitting.html>

[Do You Have What it Takes to be a Professional Pet Sitter?](http://www.pet-business-opportunity.com/petsitterrightstuff.html)

<http://www.pet-business-opportunity.com/petsitterrightstuff.html>

FETCH PET CARE

This is a solid business opportunity with its share of pluses and minuses. On the plus side, Fetch Pet Care offers a slick image and business concept, great logo and instant credibility and professionalism. What I also liked a lot about Fetch's approach was the fact that the business is designed to be run by the owner without the owner having to do the actual pet sitting. Why this is important is because the biggest problem with running a service business such as pet sitting is that it's hard to scale up. If what people are buying is you, personally, you're limited to how many places you can be at a time as well as how many hours in a day.

The key to Fetch's approach is to hire and manage a group of pet sitters to enable you to grow your business more effectively.

The only negatives I found were the prices they charged for their services. \$20 for a half hour of dog walking is a bit steep even in the affluent town where I live, but the business model has to charge a reasonably high amount because the fees collected from customers are split 50 - 50 between the pet sitter/walker and the Fetch franchise owner (you). So in order to make it worthwhile, that's what they have to charge.

So You Want To Start A Pet Business!

I compared that with the \$19 I pay locally for a dog walker to come to my house and pick up my dog for 2 - 3 hours or the \$18 I pay for 5 hours of drop off doggie daycare.

My advice: do homework in your own market to see if Fetch's suggested pricing makes sense. What are dog walkers/sitters charging in your town? Because this will be your competition.

Initial Startup Investment: Franchise fee is \$15,000**Pluses:** Great business model; slick logo and marketing materials; great plan for growth based on hiring other pet sitters while you focus on growing the business.

Negatives: The success or failure of this business depends heavily on being able to hire the right people that you can trust to go into other people's homes and care for their pets. Prices charged for services are a bit high, making them more vulnerable to pricing competition.



[FETCH PET CARE](http://www.fetchpetcare.com/own_a_franchise/page/7/-/page.php)

http://www.fetchpetcare.com/own_a_franchise/page/7/-/page.php

MANAGEMENT SOFTWARE

If you already have a business plan or an existing pet sitting service you may be interested in automating some of your essential on-going tasks.

I found this software called PeTrax that is designed to handle all your customer records (the people and their dogs) along with schedules of appointments, employee schedules, billing, invoices and lots more.

The software costs nearly \$500 and after the first year also charges an ongoing fee of \$79 for tech support and updates. While you may or may not think this is pricey, it's a heck of a lot cheaper than a franchise and the 30 day "try before you buy" offer will let you test drive the software risk free.

I think that anything that saves you time and makes you more efficient is worth a relatively small investment. Minimizing paperwork and some repetitive tasks (like billing) will leave you more time to focus on more important aspects of your business like marketing, sales and, of course, the pet sitting itself. But decide for yourself.



[PETRAX PET SITTING MANAGEMENT SOFTWARE](http://www.petraxsoftware.com/)

<http://www.petraxsoftware.com/>

So You Want To Start A Pet Business!

PET SITTING FORMS

Running a pet sitting business requires certain forms so you can keep track of your customer's pets and their individual details. You'll also need a basic sales agreement or contract as well as veterinary release forms and other basic documents.

Here are some resources, paid as well as free, that will get you started.

Pet Sitting Form Packages

HOME BUSINESS FORMS: I like this company because even though they're a "form" company, they started out being a pet sitting company. A pet sitting company that turned into a forms company --- I've heard of stranger things. So you know they know what they're doing when they develop a wide array of forms for every possibility from aquarium maintenance contracts to Pet Taxi services.



FORMS FOR PET SITTING

http://www.businessformsstore.com/pet_sitting?b=1

PET SITTING BUSINESS START-UP KIT

This kit has not only forms, but brochure templates, business cards, correspondence templates, press releases, flyers and more.



PET SITTING BUSINESS START UP KIT

<http://www.petsittingkit.com/index.html>

FREE PET SITTING FORMS

- [Client Services Agreement](#)

http://www.pet-sitters.biz/client_services_agreement.cfm

- [Veterinary Instructions & Release Form](#)

http://www.pet-sitters.biz/veterinary_instructions_releas.cfm

- [Dog Information Sheet](#)

http://www.pet-sitters.biz/dog_info_form_pet_sitters.cfm

So You Want To Start A Pet Business!

- [Cat Information Sheet](#)

http://www.pet-sitters.biz/cat_info_form_pet_sitters.cfm

Granted, these are pretty basic forms but you can either customize them to suit your specific needs or use them as is.

GET PET SITTING INSURANCE

While it probably makes sense to join some type of professional trade organization anyway, **Pet Sitters Associates, LLC** offers a million dollar general liability policy included with the annual membership fee of \$159. That alone, makes it a no-brainer.



[**GET MORE PET SITTING INSURANCE INFO HERE**](#)

<http://www.petsitllc.com/InsuranceProgram.php>

MARKET YOUR PET SITTING BUSINESS

Pet-Sitters.biz is an online clearing house and listing service to match pet sitters and the customers looking for them. In addition to a free trial membership, they offer an annual paid "Gold" membership to list your pet sitting business for \$19. Again, a no-brainer.



[**GET MORE DETAILS HERE**](#)

ADDITIONAL PET SITTING RESOURCES

Thousands of pet owners nationwide utilize professional pet sitters as an ideal alternative to kennels. There is a need anywhere people have animals - whether small towns in rural areas or in the city. This industry is in demand and growing! Few businesses are as easy to start up as a pet sitting service, and the initial investment is minimal. However, starting off on the right foot means getting the facts about what this business requires in terms of commitment, work load, and marketing for success and growth.

Pet Sitter's Center™ offers business consulting and mentoring designed with your success in mind. Using our exclusive materials in an online classroom, you will quickly

So You Want To Start A Pet Business!

have your business started. Written by a pet sitting business owner, learn what it takes to start your business, gain clients, and manage your business. Login anytime, 24/7 when convenient to your schedule and get started today!

PET WASTE REMOVAL

There's gold in those piles of dog poop!

That's the battle cry of those in the growing pet waste removal industry. According to The Institute for Supply Management, January 2006 marked the 34th consecutive month of growth for the service sector. This is good news for people considering entering this aspect of the pet service sector as people continue to look for ways to save time and make their lives more convenient.

And what could save you more time and be more convenient than having someone else pick up and dispose of your dog's poop?

That's why "Professional Animal Waste Specialists", as they're called, are popping up all around the country.

But is it the business for you?

Let's take a look.

PROS

- Startup costs are relatively low.
- Perfect work from home business.
- Easy work (it's not brain surgery). No special training.
- Set your own hours
- Growing awareness of this type of service.
- Can begin part-time.
- Enjoy out door work.
- Opportunity to upsell other products and services (how about a dog food delivery service -- you'll have both ends covered!)

CONS

- You're basically picking up poop all day (not that there's anything wrong with that). Visualize doing it day in and day out.
- Fees are generally small - \$8 to \$10 per visit. The key is getting people on long term contracts.
- Clients need to be close together to minimize driving and maximize earning hours.

So You Want To Start A Pet Business!

- Working outside in inclement weather.

SUMMARY

As with any service business, while it pays to do the work yourself in the beginning, your ultimate end game should be to grow to a point where you can hire others to do the actual work (in this case pooper scooping) and devote the majority of your time on sales, marketing, scheduling and customer relations.

By doing the work yourself, especially in the beginning, you not only save on employee costs but you have time to figure out how you like the work to be done. This will enable you to better train other people and put your personal stamp on the process.

ASSOCIATION OF PROFESSIONAL ANIMAL WASTE SPECIALISTS

The Association of Professional Animal Waste Specialists, or APAWS, is the professional organization that adds a stamp of professionalism to the pet waste removal business.

Not only does being a member of APAWS give you a marketing advantage (who would YOU rather use -- any old pooper scooper or a PROFESSIONAL pooper scooper?!) but the organization provides clout in obtaining low cost liability insurance (a MUST) as well as some marketing muscle. For an \$85 a year annual dues fee -- it's another no brainer.



[Visit APAWS Here http://apaws.org/](http://apaws.org/)

TOP 10 QUESTIONS

This site provides the answers to the top 10 questions that most people considering getting into the pet waste removal business tend to ask. Aside from the really bad layout and probably the worst website logo I've ever seen, this is definitely worth a look. Please note that this site also sells a step-by-step start-up guide for \$50. Without judging the proverbial book by its cover, a \$50 investment for research before taking the plunge may be worth it.



[TOP 10 FAQs ABOUT THIS BUSINESS](http://www.pooper-scooper.com/FAQS.HTM)

<http://www.pooper-scooper.com/FAQS.HTM>

DISCUSSION FORUM

This pooper scooper discussion forum is a must stop visit whether you're thinking of starting a pet waste removal business or you're already in it. Lots of great, topical and practical discussions about every facet of the business.



[Pooper Scooper Forum](http://pooper-scooper.com/discus/) <http://pooper-scooper.com/discus/>

FRANCHISES

A large advantage of purchasing a franchise does not have to figure out everything on your own. The downside is the cost of buying a franchise, usually in the form of a franchise fee. But as the franchise industry is fond of pointing out, when you purchase a franchise you're "in business **FOR** yourself, not **BY** yourself". Just keep an eye out on the on-going fees above and beyond the one-time franchise fee. Here are two pet waste removal franchises that we found:

DOODY CALLS

Based in Palmyra, VA, Doody Calls claimed to be the only pet waste disposal franchise opportunity when I spoke to them on the phone although I've since found others. But, that aside, Doody Calls is a family run company owned by Jacob and Susan D'Aniello. In business since 2000, the company is the stuff of entrepreneurial dreams: the couple started the business as a side business; it grew so big that they quit their day jobs to devote themselves to growing their pet waste disposal business and then began franchising and the rest, as they say, is history.

Fees: Franchise fee \$34,500; 6% on-going royalties; 9% which seems like a lot to me.



[Doody Calls Franchise Info](http://www.doodycalls.com/franchise_opportunities_overview.asp)

http://www.doodycalls.com/franchise_opportunities_overview.asp

So You Want To Start A Pet Business!

PET BUTLER

Based in Little Elm, Texas, Pet Butler has been scooping poop since 1988. Founded by Red Boswell, the company has a very slick website and a good sense of humor about the business as evidenced by their slogan: "We're #1 in the #2 Business!"

Fees: Franchise fee \$18,900; On-going royalty fees of 7%.



Pet Butler <http://www.petbutler.com/pbx/franchise/>

Snout House

Snout House is something a little different but it deals with the same end of the business, if you know what I mean?

Let me tell you what Snout House is not: It is NOT a franchise and it is not really a business opportunity, per se.

What it is, is a complete set of plans and a marketing system to build and then sell a type of outdoor potty training system. In the words of the company, "The Snout House is a unique outdoor dog waste containment system and training program designed for dog owners who want to keep their lawns green and their shoes clean."

What you get for a minimum investment of \$595 is a 20 mile protected territory (to fend off all those other Snout House competitors) and *instructions* on how to build and install and market this system.

The company claims just three sales a week can earn you \$57,000 a year. While I have no doubt this is the case, the key to this unusual business is selling it to prospective dog owners who are willing to fork over \$500 to have you build one in their yards. I'm not sure how many people you'll have to reach to sell 3 a week and sustain it as an ongoing business. Of course, if you want to bust out of your 20 mile protected territory, the company will gladly sell you a 250 mile protected territory for only \$5,000!

So You Want To Start A Pet Business!

PROS: Low start-up costs. Work from home, low overhead business.

CONS: You'll need to be somewhat handy with a hammer and be able to sell a rather unusual concept.

My Recommendation: A good add-on for an existing, pet waste clean-up operator who's handy and wants to add a sideline revenue stream. Not really a primary income earner. .



Snout House <http://www.snouthouse.biz/startnow.htm>

STARTING A PET PHOTOGRAPHY BUSINESS

Starting a pet photography business can be a great way to combine your love of pets with your love of photography.

There seems to be two main approaches to starting this type of business: As a studio business where people bring their pets to your studio location and the other increasingly popular approach of a mobile photography studio on wheels that travels to the pet's homes.

While many traditional portrait studios provide pet portrait services, specializing in this type of area will give you an advantage with those people specifically looking for a portrait of their pets. The pros and cons of this type of business are almost two sides of the same coin. Because pet portraits are considered a "luxury" item, it may be adversely affected by bad economic times. But, conversely, because it is a luxury item, people will pay more for this type of specialized service.

PET PHOTOGRAPHY BUSINESS EBOOK

This downloadable ebook is a great place to begin if you're considering this type of business. Topics include:

- Why start a pet photography business?
- Creating a Name for your Pet Photography Business
- Company Logo
- Business Supplies
- Formal Studio Portraits
- Formal Studio Portraits
- Location Portrait Sessions
- Holiday Portraits

So You Want To Start A Pet Business!

- Commercial Store Portraits
- On-the-Fly Candid Portraits
- Your Professional Pet Photograph Portfolio
- Initial Consultation
- Negatives: To include them in the sale or not
- What to Charge
- Contracts
- Payment Methods
- Deposits
- Turn Around Time
- Presenting the Photographs to Clients
- Copyrights on Photographs
- Client / Pet Releases (for photographs used by professional breeders etc.)
- When a Customer Changes His or Her Mind, After the Photographs are Taken
- Advertising
- Special Pet Photography Events

And for \$12.99 with a 90-day money back guarantee, how can you really go wrong?



[Start a Dog & Pet Photography Business](#)

PET PHOTOGRAPHY BUSINESS PLAN

What's a business without a business plan?

This sample pet photography business plan can be customized to your own needs. It comes complete with everything you need to know to form a solid road map to success.



[Pet Photography Business Plan](#)

STARTING A PET TREAT BUSINESS

So you're thinking of starting your own pet treat business, eh? Then you've come to the right place. But please note that I'm not here to sugar coat this decision or lead you to think that starting a pet treat business will lead you to a life of riches.

In fact, out of all the pet business opportunities discussed throughout this site, starting a pet treat business is something that I feel is the least likely to succeed. Here's why:

So You Want To Start A Pet Business!

The competition is BRUTAL. There are a zillion all natural, wholesome, extra special, human grade, yummy, holistic dog treats out there.

Having said that, if you'd still like to investigate the opportunities that are out there, I'll try and help you the best I can. You're gonna need it.

DOING IT BIG

If you want to launch yourself into the pet treat business in a big way, you may want to consider opening or buying an existing Three Dog Bakery store.

They also now offer franchises for an initial franchise fee of \$25,000.

But please note this is not for the shoe-string budget. Estimated start-up costs are approximately \$300,000 of LIQUID (non-borrowed) capital.



Three Dog Bakery Store Opportunity

<http://www.threedogfranchise.com/OpenBakery/Overview>

DOING IT SMALL

Turning Your Passion for Pets into a Six-Figure Income Ebook

If you're looking for more of a home-based pet treat business that you can ease into while keeping your operating expenses down and your overhead low, you may want to consider buying "Turning Your Passion for Pets into a Six-Figure Income".

This is a downloadable ebook that also includes 150 pet treat recipes and a profit calculator.

Please note that the sales page is a bit hyped up. I doubt it very much if anyone will make \$100,000 a year right off the bat, but the \$24.95 price tag along with the 90 day money back guarantee is well worth the price as a valuable backgrounder if nothing else.



Bake a Dog a Bone Ebook

Start your own Dog Bakery Business

MyMommyBiz is a site that specializes in dispensing advice about home-based businesses aimed at moms.

So You Want To Start A Pet Business!

But whether you're a mom or a dad or anyone else looking to start a home-based pet treat business, the information found in the downloadable "Start your own Dog Bakery Business" ebook is worth a look.

For \$16.99, also with a 90 day money back guarantee, how can you go wrong?

Also include 30 recipes to get you started.



[My Mommy Biz Start Your Own Dog Bakery Business Ebook](#)

ADDITIONAL PET TREAT RESOURCES

Pet Treat Label Requirements

Here's some information from the FDA about labeling requirements. Since labeling pet food and pet treats is a lot more lenient than labeling human food my main advice would be to be more concerned with product liability issues --- a dog chokes to death on one of your treats. Do you have coverage? That being said, here's a link to the FDA site:



[US Food & Drug Administration Guidelines](#)
<http://www.fda.gov/animalveterinary/products/animalfoodfeeds/petfood/default.htm>

Association of American Feed Control Officials (AAFCO)

Each state regulates the production and marketing of packaged animal feed and treats for sale within its borders.

But not every state regulates cottage industry pet treat producers rigorously. You may or may not need to provide these guaranteed analyses on your labels. Check with your state officials.



[AAFCO Labeling Requirements](#) http://www.njfl.com/aafco_labeling.htm

Growing Pains of a Dog Treat Baker

Read this real-life story of a home-based entrepreneur and how they built up their dog treat business and what they needed to do to take it to the next level.



[The Story of Fat Murray's Dog Treats](#)

So You Want To Start A Pet Business!

OTHER TYPES OF HOME-BASED PET BUSINESSES

Here's an eclectic mix of pet businesses you can run from your home, some which are network marketing opportunities.

So while Network Marketing opportunities may not be for everyone, if it is something you're interested in trying these are all good places to start.

Network Marketing is NOT a "pyramid scheme." It's a legitimate method of direct selling exactly like Mary Kay in the sense that you not only earn profits on products you sell but you also earn commissions on the products that other people sell who you bring into the program. To get a good understanding of network marketing, I suggest you do a simple Google search or grab a book from the library since that's a topic that could take up its own book and I don't want to take too much time explaining it here. What I will tell you is that any network marketing program explained here is a legitimate program that's been around for a while and is not some fly-by-night operation.

But in the end --- it's ALL about selling, whatever business you're in.

Having said that, let's examine the pet business opportunities that may be right for you!

ELECTRONIC DOG FENCE INSTALLER

If you like the idea of running your own business, but don't want the restrictions of a franchise, Steve Baralt, the owner of Derby's Pet Fence, will teach you everything you need to be successful in the electronic pet containment industry. You will have unlimited flexibility to run the business your own way – and will not have to pay any on-going royalties.

Steve started his business several years ago when he was a manager in corporate America. His business has grown quickly and he has been able to leave the corporate world behind and has never looked back. Now, he gets to work outside, play with dogs all day, and work with owners to keep their dogs safe.

Steve will show you everything you need to know to be successful in this business. He will give you extensive training on fence installations, dog training techniques, and how to market the business and compete against the big names in the industry. This business opportunity is not a franchise and there are no on-going annual fees or royalties. Check out the following website for details on this unique opportunity.

Cost = \$20,000 (some financing options available).



Derby's Pet Fence - <http://www.derbysfence.com/business-opportunity.php>

So You Want To Start A Pet Business!

PETLANE

Remember Tupperware parties? Well, Petlane is a direct marketing company that recruits "Pet Advisors" to host "PAWty demonstrations" in their homes or the homes of other pet lovers.

One thing I really like about this opportunity that sets it apart from some other similar programs is the use of proprietary, private label products, and even pet foods, that no one else offers. The added advantage is that if you do make a sale and people buy these items and like them, they can only get them from you.

Initial Startup Investment: Each startup kit costs \$199 not including shipping. The startup kit contains a range of Petlane products that the Pet Advisor can use to demonstrate with as well as gain first-hand knowledge of the product line.

Pluses: A wide variety of popular and proprietary pet products.

Negatives: Like with any direct selling business, you've got to sell, sell, sell. If selling to your neighbors, family and friends doesn't bother you then this can be a fun way to go.



PETLANE - <http://www.petlanehome.com/pet-business-plans.html>

SHURE PETS

Similar to Petlane in terms of hosting pet parties and direct selling, Shure Pets has a larger selection of proprietary products but sells some more common pet products and toys as well. As a "Pet Consultant", you can also earn commissions by sponsoring other Pet Consultants.

To remain in the program, you must be considered "active." The sales amount needed to remain active is \$300 a year and at least 1 transaction every 3 months. This shouldn't be hard to achieve if you simply buy from yourself, but that's not really the idea here. It's to earn income not spend it.

Shure Pets offers a solid product line and several revenue streams either by direct selling (through parties, etc.) or by sponsoring and mentoring other Pet Consultants.

Initial Startup Investment: Each kit costs \$161 including shipping and handling.

Pluses: Some original products and low initial investment.

Negatives: No websites for Pet Consultants.



SHURE PETS DETAILS - <http://shurepets.com/ConsultantGetStarted.html>

PET PRODUCTS BUSINESS BUILDER'S KITS

This is an interesting little pet business opportunity that allows you to easily and creatively turn a craft hobby into a business.

Creative Design Works basically offers hardware kits that contain the necessary buckles, clips and other hardware that you need to make your own line of pet leashes and collars. They even sell a line of pet cookie molds for making pet treats.

Aside from the hardware, each kit "includes a comprehensive guide for all you need to know to build a successful pet products business."

Each kit comes with enough materials to make \$150 worth of products.

Initial Startup Investment: Each kit costs \$36 - \$42 which includes shipping

Pluses: Small investment that also allows you to create original products and designs. Offer something truly unique and necessary to every pet owner.

Negatives: You'll still need a way to sell these items --- that's up to you. Maybe good for flea market sellers as well as Ebayers. Also great as an add-on for existing websites but you'll have to do all the work yourself which is both the charm and burden of this type of home-based pet business opportunity? May be too time consuming to create all those collars and leashes by hand.



VISIT CREATIVE DESIGN WORKS - <http://www.cdwplus.com/busipage.html>

TOP DAWG PET SUPPLY

Basically, this is a pet business opportunity to buy pet supplies at wholesale or below wholesale prices and resell them in your own pet supply business.

The company offers three levels of entry: A Basic Package, Platinum Package and V.I.P Package.

While the Basic Package is now \$500 (up from \$49 as recently as 2007) I would avoid this one if you're planning on reselling the items. This level is only if you want to enjoy discount pricing for your own personal use. What the Basic Package amounts to is you paying them \$500 for the right to buy products from them at prices they describe as 25% below RETAIL. Not quite wholesale.

While the Silver, Gold, Platinum & VIP packages all offer profit margins of 32 – 45% the \$1,500 Gold package is the first price point that allows unlimited custom pages. How

So You Want To Start A Pet Business!

those pages are created is an unknown but I would find out before plunking down any money.

Initial Startup Investment: From \$500 to \$6,000 PLUS \$99 a month

Pluses: Sell pet products without carrying any inventory --- over 13,000 pet supplies drop shipped.

Negatives: Extra \$99 a month, or almost \$1,200 a year that you'll pay them as long as you remain in business. Unless the service you get is just so phenomenal and the sales and marketing tools (not fully explained) are so fabulous that it's worth the extra dough.



VISIT TOP DAWG PET SUPPLY - <http://topdawgpetsupply.com/>

START YOUR OWN PET BAKERY

This is a downloadable ebook that offers step-by-step information on how to start your own successful (hopefully) pet treat business. Written by two men who used to work at Farmam and PetSmart, this ebook claims to not only help you create pet treats that will sell, but how to market them effectively while avoiding many of the rookie mistakes that people getting into this business often make.

While I personally have not read this book, I was impressed by the thoroughness of the website and the checklist of steps that this book claims to cover. But here's the best part: because this is a downloadable ebook sold by the highly reputable company named Clickbank.com, no matter what, your purchase is guaranteed for 90 days from date of purchase. Not satisfied for any reason? Clickbank will refund your money no questions asked. I'm first-hand familiar with Clickbank because I, too, sell a "Happy Housetraining" ebook using their services and the several refunds I've had to give over the years were handled by them completely without any involvement by me.

Initial Startup Investment: The Ebook costs \$24.95 which is well worth the investment if you're interested in this niche pet business opportunity.

Pluses: No-risk investment. Highly targeted niche information unavailable elsewhere.

Negatives: Claims of selling a million dollars' worth of treats in 3 months smack of hype. But for \$24.95 with iron clad 100% refund guarantee, it's worth a look.



START YOUR OWN DOG BAKERY

So You Want To Start A Pet Business!

OXYFRESH

Idaho-based Oxyfresh is not a pure pet business opportunity because they also sell entire lines of products for people, too. Established over 20 years ago, Oxyfresh is a major player in the network marketing space selling everything from weight-loss supplements and air purification systems to dental care and, of course, pet products.

While Distributors do not get their own replicated websites, products can only be ordered by customers by logging into the main website with their distributor's ID number so all Distributors receive the appropriate credit.

Initial Startup Investment: \$30 - \$1,000 for packages that include samples of the products so you can familiarize yourself with the product line. Actually, a good idea.

Pluses: Unique products for pets AND people.

Negatives: Very limited pet product line (less than 12 items)



OXYFRESH - <http://www.oxyfresh.com/pet/default.asp>

HEALTHY PET NET

I like this pet business opportunity because of its emphasis on health and nutrition. Their "Life's Abundance" lines of private label pet foods are superior in quality and backed by renowned vet, Drs. Jane Bicks. I particularly like pet food opportunities for this reason: once you acquire a customer based on a food sale, they keep buying it, usually for the life of the pet. Sure, dog apparel and toys are nice add-ons, but selling pet food is an on-going, consumable product. And the high quality of these foods is something you can feel good about. Healthy Pet Net also sells cat foods and horse supplements as well as an entire line of supplements, shampoos, pet-friendly household cleaning products and now, fish oil and facial products for humans!

Initial Startup Investment: Under \$300 for the recommended Executive Field Reps package

Pluses: Emphasis on high quality pet foods that lead to repeat sales.

Great online tools (including audio) and support for helping you build a downline.

Negatives: Tons of competitors selling the same thing



HEALTHY PET NET

<http://www.lifesabundance.com/Opportunity/Opportunity.aspx?>

So You Want To Start A Pet Business!

TO SUMMARIZE: All the things that are discussed throughout this ebook require real work. No get rich quick schemes here. Anyone who tells you otherwise is just trying to part you from your hard earned money. Having said that, starting a business does require an investment of some kind on your part. Whether it's paying for web hosting or adding a fax line to your home office, don't expect to start a business (or even research one) without investing some money into the process.

In fact, I would realistically estimate that even a home-based business with low start-up costs like pet sitting can cost as much as \$2,000 - \$5,000 when you factor in necessary investments like a website, business cards, computer equipment, software and basic legal fees, licenses, insurance, etc.

But don't get overwhelmed or let that scare you into inaction. Start slowly --- take it step by step, do your homework and most importantly – TAKE ACTION! You can do it!

Gene R. Sower