



The Dog Walker's Startup Guide: Create Your Own Lucrative Dog Walking Business in 12 Easy Steps

J D Antell

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According to many experts, dog walking is currently the fastest growing area in the professional pet care industry and it shows no sign of slowing down. More American households have dogs than ever before! Whether you have been dreaming of escaping the 9-5 grind, or just love dogs and want to work with them, this book will help you take this growing industry by the leash and profit from it.

This easy to follow step-by-step guide to starting your own dog walking business teaches:

- How to assess the number of clients you'll need to meet your financial goals using case studies and formulas that work (page 12)
- What services will creatively sell your business and lead the competition (page 16)
- How to create a winning web presence that promotes customer confidence and sells your business 24 hours a day
- How to create a professional welcome packet step-by-step (page 31)
- How on-the-fly photo updates can enrich your service by promoting human interaction and involvement, leading to more referrals and additional income from advertising (page 124)
- Professional advertising strategies revealed in detail and highlighted with examples that will quickly turn your business idea into profit-making reality (page 53)

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