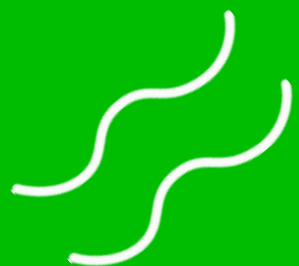




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Quick Start Guide

# **Pet sitting Business**





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# Adding Value

There are many businesses out there and many pet sitters.

So, how do you stand out from the crowd and become a business that your clients want to book over and over again?

By adding value.

In a nutshell, adding value simply means that although you and other pet sitters may charge around the same price, you go above and beyond with little extras that really impress pet moms and dads.

A few examples of adding value might be:

- Arriving with treats and toys you know their pets will like.
- Always sending a check-in text the morning of the day you'll pet sit to confirm the details.
- Always making sure to write down all important directions such as the amount of food to give, the time to give it and any furniture pets should not go on.
- Always sending a text or two to pet parents during your sit time with photos of the pets having fun.





# Follow Ups & Pre-Booking

## Get your calendar full of dollars!

Communicating regularly with your client base is one of the easiest ways to make sure your pet sitting business runs smoothly and that you always have clients on your books.

### Day After Follow Up

The first way to communicate well with your clients is to send a text the day after you sit thanking pet parents for hiring you. Bonus points for adding a sentence about something cute or funny each of the pets did. Following up gives clients a reason to think positively about you again after the sitting job is over.

### Pre-Booking Check In

Check in again a week or so later to create some buzz around pre-booking you. Here's a sample text,

**"Hi Sam! I am filling in my calendar for the upcoming month and was wondering if you needed me for any pet sitting. I have a few other families I sit for and I want to make sure that you all have a slot if you want one."**

You can also set a certain time each week or month to do your Pre-Booking for the upcoming time period.

Three weeks in advance is generally a good amount of time for a family to pre-plan.

# Seasonality

The most coveted booking time in all of pet sitting is... drumroll please ... vacation seasons. Vacations are when pet moms and dads need pet sitting the most. So, expect to hear from people one to two months in advance of vacation times.



Keep in mind that pet sitting is a great business for you if you normally don't leave town for vacations.

A full calendar of vacation bookings is where you will make the most money. Think: 5 pet sitting jobs, all happening over Spring Break and all paying you for each day you sit. This can really rack up!



So, get ahead of the curve and message all your past clients and anyone you can think of to let them know they can go ahead and reserve your time.

**"Hi Sam, I just wanted to let you know that I am here over Spring Break and available to pet sit if you need it. I love taking care of Fifi, so count me in if you need a sitter!"**

# A Plan For Marketing



Marketing your pet sitting business starts with letting people around you know that you are now a pet sitter. Your parents can also spread the word with their friends.

Since this is a business where you'll be working in the homes of people with pets, it's important to vet your clients and to talk about who you'll sit for with your parents.

A great way to create this business is to work via referrals.

Start with the people that you know and let them refer in people they know. Your pet sitting network will grow from your natural network and pretty soon you'll be busy!





# Tech Expectations

Although technology does amazing things, knowing how to use or not use it during a sitting job is an absolute must. It can mean the difference between getting hired again ... or getting ghosted.

## **01 While with your furry, finned or scaled friends, Do Not Scroll Your Phone, Text or Make Calls ... At All**

Although this sounds harsh, we can't emphasize it enough. If there is even the slightest indication that your full attention was not on a pet parent's beloved pets, it may spell doomsday for being booked again. The only exception to this is looking something up that pertains to the pets, such quick medical information.

## **02 Do Respond To All Parent Texts And Phone Call ASAP**

This is the one instance where you should pick up your phone and respond as soon as you can.



# What To Charge



Pet sitters usually charge by the hour and the amount usually depends on what city or geographical area you live in. Pet parents can usually tell you ‘the going rate’ for a sitter and they often expect that the older the sitter is, the more this rate will be.

So, for example, if an adult sitter charges \$75.00/day, then a high school student could easily ask for \$50.00/day and a middle school student could earn around \$25.00/day.

The amount per hour for your age bracket depends on what people in your area are used to paying.

If you’d like to get a very good idea of what you should be charging, be sure to ask more than one pet parent for their estimate. Asking 5 or 6 parents will give you a good ballpark number.

And, keep in mind that pet parents in one neighborhood may pay slightly more than another. If you find this is true, what you do is up to you. Some sitters allow their clients to name a price, while some stick to jobs in the higher paying areas. It’s your business so build it the way you want it to run!



# How to Do Accounting

Accounting may seem like a scary, complex thing but it really breaks down to something quite simple:

**What you make – What you spent = Your net profit**

Knowing your net profit is really important because this is the amount of money you can actually keep.

If you are going to add value in your business, you may find yourself purchasing small things – like dog or cat treats. Subtract these expenses from your total earnings to know what you are really making.

If you'd like to start your accounting digitally, the Scratch app has a built in accounting feature where you can keep track of all of this in one place.

The best part? Scratch is free!

[startscratch.co](https://startscratch.co)



# The Model Pet Sitter

So let's put it all together. If you want to start a pet sitting business and be great at what you do, here's your cheat sheet!

- Pick 3 ways you'll add value at every job such as bringing treats and toys.
- Set up a calendar of communication with your clients that includes both following up after a job and texting to pre-book during vacations.
- Get the word out in your network that you are now a pet sitter.
- Do a survey of pet parents in the network where you'd like to sit to get a solid understanding of what their expected pay rate is.
- And, finally, show up and be positive and engaging with pets and parents!

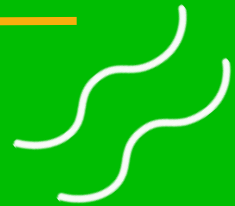


# Scratch

## Built For You.

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Create your Scratch account today to start your pet sitting business off on the right foot.



**[startscratch.co](https://startscratch.co)**