



# **PET SITTING FOR LOVE AND PROFIT**

*By J. Alice McNutt*

## **A Complete Guide For Money-Making Success**

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# Introduction

First I would like to say hello, my name is Alice McNutt.

This ebook is all about you earning a rewarding income by learning how to turn your natural love of animals into a successful career, as I did.

Today 'Pet Sitting' is a growing business, catering to the millions of pet owners needing extra help during the work week, vacations or prolonged illness.

Yet, I remember that when I began making preparations to open my pet sitting service, there were times when I thought I might be crazy.

Even though there was a lot of information available about how to start a small business, I couldn't find a allocation of information that specifically addressed pet sitting.

Second, I was often not taken seriously when I told people what I was attempting to do. Some of my friends just couldn't believe I planned on baby-sitting pets and cleaning out litter boxes for a living.

However, since that time, this relatively new and innovative business has provided me with a very rewarding, interesting and profitable career.

I wrote this book because I firmly believe that pet sitting is a viable new and expanding profession. As it provides a valuable service for pets and their owners and an enjoyable and profitable way for pet lovers to earn a livelihood.

You might be wondering now how many pets there are in the U.S. A national pet owners survey puts this around 300,000,000 or more.

Let me point out that there is a lot more to pet sitting than first meets the eye. It's not, as some would think, a fast way to make a buck. Just hanging a shingle out and calling yourself a pet sitter is not enough to be successful in today's competitive business world.

You must consider all the aspects and the necessary components that go into running a successful pet sitting service, above all keeping in mind that it is a business.

As in any other venture, insightful planning will assure that your journey into pet sitting will be a successful and satisfying venture.

Whatever your course of action, may I wish you the best in your endeavors.

*J. Alice McNutt*

# Why Pet Sitting

As businesses go, it is surprisingly economical to start a pet sitting service. This because you can be home-based and don't need to rent/lease office space or invest in expensive equipment.

Industry experts estimate the cost of starting such a service at \$3,000 to \$5,000.

Therefore, as long as you have an optimistic attitude, good common sense, and you can always be counted on to be there for the pets when they need you, the sky's the limit.

## Being Organized Is the Key

From the outside many view pet sitting as a warm and fuzzy experience, heavy on the purring and petting, making your own hours, and above all just a fun way to make a living.

While all that may be true, however what makes a pet sitting business successful, is a lot of *hard work* and superb *organization*.

Unless you are orderly from the way you set up your office to your filing system, including your appointment schedule, your bound to be bogged down by wasting time and duplicating your efforts.

In the past whenever you may have looked after friends' and relatives' pets as a favor, whether or not you got paid for it, that was a hobby. Things are different now, you are running a business.

By this I don't mean to imply that pet sitting is not a fun way to make a living, but to pay yourself and your bills, you need to make a profit. The only way to do this is to stay on top of all the money you take in as payment for services, and all the money you payout for expenses.

And, to do this, you need to develop your own business policies on a daily operating routine. In other words, you need to live by the book!

## Concept Of Pet Sitting

Although the concept of pet sitting is much more widely known now than it was in the 1980s, even the 1990s, I often hear from someone who has just "discovered" the wonderful world of at-home pet care.

Most calls are from pet owners who want to find a good pet sitter, and others are from intrigued "would-be pet sitters." This tells me that even though pet sitting has come a long way, we still have much to do in the way of educating the general public.

Bear in mind, the United States is a huge country with many animal lovers who indeed may not have heard of this relatively new industry and thus may never have considered pet sitting as a profitable business venture.

## Things Contributing To Success

Whether you have just learned of this field or had knowledge of it for some time, I urge you to consider the potential a pet sitting business; for self-employment, for providing a needed community service, for creating the lifestyle you've always dreamed of and for providing you with significant profits.

By starting a pet sitting service, you'll become part of the service industry, which is expected to be a powerful economic force of this countries future.

Statistics show that in the United States, services now account for nearly 70 percent of the Gross National Product. According to the Bureau of Labor Statistics, the number of "animal caretakers," a category that includes pet walkers, is expected to grow 38 percent by 2007.

If you're a female contemplating getting into pet sitting, you'll be further encouraged to know that the National Foundation for Women Business Owners reports that there are now well over 10 million companies owned by women, up from 4.48 million in 1980s.

While more and more men are getting into this career, pet sitting continues to be a female-dominated industry to date. Perhaps it naturally attracts females because of the nurturing involved in caring for animals.

Whatever the reason, I'm proud that pet sitting has provided a way for many women to enjoy the rewards, personally and professionally, of entrepreneurship.

On the other hand, I am glad to see many men appreciating that pet sitting is a viable and profitable business venture!

### Encouraging Trends

The following trends in today's society have made service businesses and pet sitting among the fast-growth industries:

Such factors, as:

Two income families have become the norm, making services both needed and affordable to these families.

Travel for pleasure also is more affordable, which increases the likelihood that pet care will be needed during such absences from home.

Young professionals delay marriage, many are owning pets and taking better care of them than ever.

The same is true of so-called "empty nesters," who are getting pets and treating them as surrogate children.

The biggest trend of all id that American society is moving toward self-employment, often in a home-based setting.

More and more of us are discovering, no only, that our jobs rule our lives, in addition unlike generations past, we're finding that *in today's world* that there is no such thing as job security.

Self-employment allows you to take control of your life, your career, your schedule, and your income. As a pet sitter, you are your own boss. You decide when you work, where you work, what you charge, and for whom you work. There is no one looking over your shoulder and no time clock to punch.

Your own business gives you these controls. In a lot of ways, today's trends are your friends!

## Advantages

If you have always dreamed of owning your own business, you know that there is an exhilarating independence and a certain pride that comes in being your own boss.

An added bonus is an increased sense of self-worth and confidence in your abilities. I've read letters from many stay-at-home mothers who discovered that their pet sitting services helped them rebuild their work skills and confidence levels while adding to the family income.

Also, retirees who said their pet sitting services allowed them to remain active. The self-satisfaction you'll draw is only one of the many benefits you'll experience as the owner of your own pet sitting service.

Being a pet sitter gives you flexibility, you'll no longer be bound by a rigid eight-to-five work routine. Most pet sitting visits are made during the early morning, or early evening hours, you'll still have the largest part of the day open.

### How Many Are Out There!

Statistics released from the American Pet Products Manufacturers Association Pet Ownership Survey indicated the following trends in the United States' pet population:

Cats: 65 million in over 30 million households

Dogs: 57 million in 35 million households

Freshwater and marine fish: 100 million in 11 million households

Birds: 15 million in almost 6 million households

Small Animals: 12 million in almost 5 million households  
(32 percent rabbits, 26 percent hamsters, 13 percent guinea pigs, 9 percent mice or rats, 6 percent gerbils, 2 percent potbellied pigs, 2 percent chinchillas)

Reptiles: 7 million in almost 3 million households (38 percent turtles or tortoises, 25 percent iguanas, 19 percent snakes, 10 percent lizards, 8 percent frogs or toads)

The above is just to give you an idea of the vast number of pets, and potential customers, --- their owners, of course.

## **How Much Can I Make**

There are several factors that can contribute to your income.

The location of your pet sitting service is a factor in income potential. Naturally, a heavily populated city area will provide a greater number of customers than a rural setting.

It is easy to understand that a part-time service will not generate as much income as a full-time service. And a pet sitter working alone will not generate as much revenue as would a staff of busy pet sitters.

Another important component to the income potential of a pet sitting service is the personality of the owner of the business. A business owner who does nothing but print up some business cards and sit by the phone will find himself only dreaming of proceeds.

While a business owner who commits himself to the success of his business and then actively and aggressively works his plan has a better chance of realizing high income expectations.

Later we will talk of advertising and public relations methods that will provide you with excellent ways to promote your pet sitting business.

Be remindful that although pet sitting is a terrific business idea, it takes more than a good idea to make a business a success. I'm often asked "how much can I expect to make?" And, this is one question I can't answer. I don't know your capabilities, desires and level of steadfastness.

Two national surveys of pet sitters have indicated that the national average for a pet sitting visit is approximately \$15.00.

Using this national average, you can determine the number of pet sitting visits you can anticipate making on a daily, weekly, monthly and yearly basis. If you plan to make use of a staff of pet sitters you'll need to project their visits as well.

Of course, you'll also need to estimate expenses that will be paid from your gross income to determine what you will net, when making income projections.

Of course, I can't tell you with any certainty what you, personally, can expect to earn through pet sitting.

My history has revealed that pet owners do not mind paying for peace of mind when they have to be away from home. I will also provide you with information that will get you headed in the right direction for success!

## Compare

Unlike many business opportunities, pet sitting requires a limited start-up expense, depending on the cost of living in different parts of the country.

In fact, if you plan to pet sit on a small scale, say just for additional or secondary income, your start-up costs can be much less.

After all, there is no costly inventory required, so your primary expenses will be for liability insurance, a bond, office equipment, supplies etc.. Further, as pet sitting is an ideal home-based business, you can save money by not paying rent for office space.

At present, pet sitting requires very little in the way of past experience or expertise. Of course, this possibly will change in the near future, due to accreditation and certification programs that are becoming available through national trade organizations.

While at this time these programs are strictly voluntary, and there are no specific educational background requirements for pet sitters. Nevertheless, *any* background you have in working with or caring for pets will be a plus.

Additionally, some past business courses or experience certainly will be helpful. Still the most important qualification of a pet sitter is that he or she needs to be a pet lover.

More to the point, possessing good common sense, being responsible, reliable, honest, trustworthy and having a sense of humor are the essential traits considered necessary for pet sitting.

Each pet, home, and customer are different, adding variety and interest to your job. What's more you'll find that both pets and their owners will be appreciative of your efforts.

One of the most positive factors to consider when evaluating pet sitting is that virtually every community, urban and rural, really needs this service. Remember, where there are people, there are pets.

To ascertain if the need for a pet sitting service amply exists in your area, check the local Yellow Pages for listings or call veterinarians, as well as pet care and pet stores.

The balance of this book was written to walk you through opening a professional and reputable pet sitting service, of your own.

## **This Expanding Market**

When I was growing up there was no such thing as a professional pet sitter. Sure, people had lots of pets, but having a sitter for them was considered an eccentricity of the very wealthy.

When the rest of us went on vacation, we put the our pets in a kennel, or maybe had a kindly neighbor or relative provide care.

To be sure, such informal planning still exist today, but many of us recognize the importance of pets as family members and are willing to pay to have them pampered right at home. They need and deserve their own baby-sitters, or rather, pet sitters.

In those simpler times, stay-at-home moms were the rule. However, in the decades since then, society has undergone a wealth of change. Life has become much more fast-paced and many more moms now are working outside the home.

These days young couples often postpone having children while they work on establishing their careers. While they may appear upwardly mobile and always on the go, deep inside many still feel the need to nurture.

To these people pets have become their babies, and doting owners love to pamper them, spending billions on veterinary care, supplies, toys, treats, grooming, along with training.

The so-called 'empty-nesters' find great joy in lavishing their pets with unconditional love. In fact, studies show that pets and senior citizens have a mutually therapeutic effect on each other.

Also, these studies demonstrate that measurable physiological changes come from interacting with a pet, such as; lower blood pressure and stress levels, faster recovery from surgery.

Beyond providing good company, a pet's presence gives an owner a sense of security. No matter how big or small, a dog's bark to warn of an intruder can be a strong deterrent to crime.

With more and more single people of all ages in our society and an increasing number of senior citizens, the role of the pet as a treasured companion is assured. Naturally, the need for the pet sitter goes hand in hand with this trend.

You should note that pet sitters now also count birds, fish, and reptiles among their duties.

Today dog walking is also increasingly in demand as hard-working owners are realizing that most dogs were not born to be couch potatoes. Tossing Fido a tennis ball on the weekend simply does not provide enough exercise and stimulation.

Keeping a working or hunting breed cooped up all day is often a recipe for disaster. A bored dog will often find things to do, most of them devastating. They don't do this out of spite, but like small children, dogs suffer from separation anxiety. Digging, chewing, and even self-mutilation are some of the ways they relieve such stress.

Most pet sitters also provide midday walks, as well, as frequent daytime visits to help train puppies. It's almost impossible to housebreak a pup when you are away all day long.

Other sections of a pet sitting operation include meal service and pet food delivery, overseeing medications, plant care, yard cleanup, pet taxi service to and from the groomer or vet, etc..

When I was a child my mother cleaned the house and cooked the meals while my father mowed the lawn and washed the car. Today's hiring a cleaning service, having meals cooked elsewhere and delivered, paying a lawn care professional, or having the car detailed were mostly alien concepts to the family of yesterday..

Today, many of us depend on service professionals to handle such tasks, freeing us up to take care of business or simply enhancing our quality of life.

The idea of a trustworthy, bonded pet sitter coming and going in and out of our home while we are away is reassuring. Pet sitters make the house look lived in, taking in the mail, opening and closing the blinds, switching lights on and off as they go about their business.

Also, their presence increases our sense of security, another reason why the demand for our service is on the rise.

Pet sitters as well, enhance the lives of our pets as they deliver personal attention, food, exercise, play, and loving care in familiar surroundings. This way owners need not transport them to boarding facilities or worry about leaving them in a strange spot.

A 1995 survey by Pet Sitters International showed that pet sitters served less than 1 percent of the pet owning public. So, as far as potential goes, pet sitting is still just a baby.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based **Pet Sitting & Care business**. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

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Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

*Joe Myna*