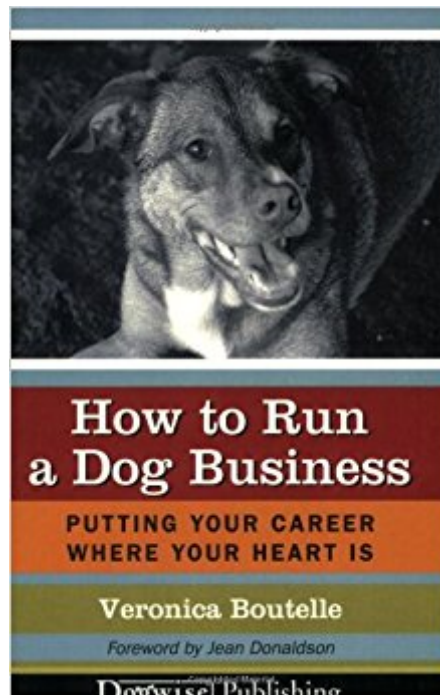




The book was found

How To Run A Dog Business: Putting Your Career Where Your Heart Is



Synopsis

The demand for skilled dog trainers, dog walkers, dog sitters and dog daycare operators has never been greater. To succeed in one of these fields, you'll need more than dog expertise you'll need business savvy as well. Written for the non-business person, Veronica Boutelle, the industry's top consultant, gives you the information you need to start, operate, and prosper in your chosen field.

Book Information

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Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (30 customer reviews)

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Customer Reviews

A professional dog-trainer, Veronica Boutelle is also the former Director of Behavior and Training at the San Francisco SPCA. In "How To Run A Dog Business: Putting Your Career Where Your Heart Is", she draws upon her many years of experience and expertise to show aspiring dog trainers wanting to start their own business how to analyze their market, set prices, and advertise their services; determine what licenses, insurance, and professional affiliations are needed; create systems that profitably streamline the business; and how to balance work demands with having a personal life. Exceptionally well written and superbly organized, "How To Run A Dog Business" is very highly recommended for aspiring professionals, as well as non-specialized general readers who enjoy the company and training of their canine companions.

I've been running a small dog training business for around 8 years now and after reading this book, have realized how many things I could be doing better. Her ideas are simple yet effective. This is a definite MUST READ if you're thinking of going into a dog related business or even if you're already

in one!

Necessary guide to people about to star a dog business. Tips, trades, shortcuts and advise to avoid ruin and crappy client relationships.

I got this book on a recommendation for starting my new dog training business. It has been immensely helpful! I even thought I was doing all the right things with starting up, but it showed me a few I had overlooked in all the chaos. I'm so glad to have the guidance of this wonderful book!

I am a veterinarian and a dog trainer. I'm currently looking into the idea of setting up a facility that combines doggie daycare, grooming, training etc. So when I bought the book I was somehow expecting practical tips on floor material and ideal facility setup. But what I got was far more valuable. For example tips on how to avoid professional burnout, describing all those situations I've experienced myself and have almost made me give up on the dog business... but now I have lots of wonderful tips to help me get through it properly and help me enjoy this line of work. I haven't finished the book but so far it is so inspiring, I really recommend it to anyone who is in the dog business, or is about to start.

This book is a great resource for someone just starting out. It's an easy read and really makes you think about not just what you want but about the needs of the client as well. Not only is it a great resource but it also contains many more in the back to help further your business along. I know I will read this over and over again for many years to come.

A great resource for anyone looking to get into the dog business. There's a lot of useful info in this book and a LOT of excellent resources in th back, too. It's geared more towards a training business and less towards walking or daycare, but walkers could still find a lot of the business jargon useful.

This book provides a good overview of all facets of the dog business. There are so many options and this book touches on many of them. Thus the reader is given enough informtion to make educated decisions regarding the direction in which to go.

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