

# Dog Training Business Plan Worksheet

## 1. Executive Summary

- Business Name:
- Mission Statement (one to two sentences): *What makes your dog training approach unique and valuable?*
- Target Market (be specific): *Are you passionate about anxious dogs, new puppy owners, etc.?*

## 2. Services Offered

- List each service you plan to provide:
  - Example: Private in-home training
  - Example: Group obedience classes
- Briefly describe each service and its target audience: *Example: Private in-home training (ideal for dogs needing one-on-one attention or owners with busy schedules)*

## 3. Pricing Structure

- Will you offer packages, hourly rates, or both? Explain your reasoning.
- Estimated price ranges for your core services:
- Competitor Research Notes: How does your pricing compare to others in your area?

## 4. Financial Projections

- **Startup Costs:**

- Equipment (list specifics):
- Certifications:
- Website & Marketing:
- Other: *Any legal fees, etc.?*
- **Ongoing Expenses:**
  - Insurance:
  - Software:
  - Rent (if applicable):
  - Continuing Education:
  - Other:
- Year 1 Income Goal: *How much do you realistically need to earn to support yourself, part-time or full-time?*

## 5. Marketing Strategy

- Ideal Client Profile: Describe your perfect client in detail (age, dog breed, lifestyle, pain points).
- Where to Find Them (online and offline): *Be specific! Local Facebook groups, partnering with specific vets, etc.*
- Content Plan Ideas:
  - Blog topics: *What problems does your ideal client want to solve?*
  - Social media: *Visuals, questions, testimonials?*

## 6. Operational Plan

- Location (home-based, facility, etc.): *Note pros and cons of your chosen approach.*
- Scheduling Tools to consider: *List 2-3 you'll research.*
- Administrative Systems:
  - Will you use a template contract? *Lawyer review is ideal!*
  - Record Keeping: *How will you track client progress?*

## **Self-Reflection Questions**

- What are your strengths as a dog trainer? *This informs your marketing*
- What are your biggest concerns about starting a business?
- What additional support do you need? *Mentors, business courses, etc.*

## **Important Reminders:**

- Revise your business plan as your business grows.
- Seek advice from professionals (accountants, lawyers) when needed.
- The Small Business Administration ([sba.gov](http://sba.gov)) is a great resource for US entrepreneurs.