



Dog Walking Business Toolkit

Your go-to guide to launch your dog walking business with confidence

Includes: Gear checklist • Intake form

Quick Start Gear Checklist

Daily Essentials

- ☐ Leash (plus a backup)
- ☐ Waste bags
- ☐ Treat pouch + treats
- ☐ Portable water bowl + water bottle
- ☐ Towel or pet wipes
- ☐ Dog-safe hand sanitizer

Tools + Apps

- ☐ *Time to Pet*: Scheduling + invoicing software
- ☐ *PocketSuite*: Payments + contracts app
- ☐ *Canva*: Logo + marketing materials
- ☐ *Google Business Profile*: Online presence
- ☐ *Rover*: Client bookings + reviews
- ☐ *Wag*: On-demand dog walking platform
- ☐ *Google Docs*: Welcome packets + intake forms

Bonus Gear for Scaling

- ☐ Doggy first-aid kit
- ☐ Safety light or reflective vest
- ☐ Lockbox or secure key pouch
- ☐ Slip lead or backup harness
- ☐ Weather gear (for you and the pup!)

Business Setup

- ☐ Business structure
- ☐ Business registration
- ☐ DBA
- ☐ EIN
- ☐ Business bank account
- ☐ Dog walking insurance
- ☐ Compliance with local regulations
- ☐ Pricing sheet

 **Pro tip:** Keep a "walk-ready kit" in your car or bag stocked with backups—clients will appreciate how prepared you are.



Fit Small Business



Client Intake Form

Please complete this form before your dog's first walk. It helps me get to know your pup and ensures I can provide safe, reliable care every time. Include as much detail as possible—especially for health or behavior notes.

Feel free to print and fill it out by hand, or complete it digitally and email it to me before our first visit.

Client Information

Name : _____
Phone : _____
Email : _____
Address : _____

Dog Information

Dog's Name : _____
Breed : _____
Birthday / Age : _____
Walk Days & Times : _____
Feeding Instructions : _____
Spayed/Neutered? ☐ Yes ☐ No
Allergies : _____
Medical Conditions : _____
Medications : _____
Vet Name & Phone : _____
Walk Style ☐ Fast ☐ Moderate ☐ Casual Stroll
Reactivity Triggers ☐ Other dogs ☐ Loud noises ☐ Bikes
☐ Others: _____

Can your dog be off-leashed in enclosed areas? ☐ Yes ☐ No

Any specific commands or training cues I should know?

Additional Information

