

# Pet Lover's Payday.

Money making ideas for pet lovers.



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## **MySpace for Dog Owners**

Create a social networking website for a certain type of dog owners - it could be a breed, size, - anything. It would be free for people to use and sign up, and you make money with the advertising you place on the website pages.

Who would have thought that MySpace would have been so successful? It is basically a way of meeting other people that have similar interests. Why not start up a social networking website for a segment of society that are dog owners? They will all have the love of dogs in common. You can give them the opportunity to show pictures of their dogs and share stories and friendships with others that have a great love for their dogs too.

If a website for dog owners is too broad a segment of society, you could offer a site, or sites, for dog owners of specific breed types. Whatever you decide to do, there are many different avenues that you can choose from to do. Just make your website free for whoever wants to join and sign up, you make your money with those that choose to advertise on your website pages.

Setting up your website will cost you a little of an investment of money and time at first, but it will be well worth it in the future. Then you will need to advertise your site, once people start joining, word of mouth will help build your membership numbers. The more members you have, the more chance of companies wanting to advertise on your site. This is where you will make your money - by referring your members to businesses that will sell them products.

These are the types of sites that can bring you a slow steady income, the longer you maintain them, the more money they typically will make for you. You just need to make sure that you keep your members returning to your website regularly and posting often. Offer occasional fun contests for your members to join in on; maybe the funniest picture or video posted for the month, the saddest dog, cutest puppy, and the list is endless. Let the members of the site vote and decide who should win too!

Post your own articles also about the different breeds of dogs, care, grooming tips and problems that members are experiencing. The members will enjoy the interaction with others that also love their dogs.

Post your site name and address in as many places as you can find that are frequented by dog owners; pet stores, dog parks, veterinarian offices, local pet shelters, and societies. Post articles on-line about dogs and include your URL within and after the articles. This will help people find your site too.

If you have the money to invest in more advertising, you can also advertise your website in pet magazines and advertise in as many newspapers as you can afford. The more investment you make in advertising, the faster and larger your website will grow. Just make sure that it is a fun place for dog lovers to visit and they will take care of the rest.

Resources:

[www.dogster.com](http://www.dogster.com)

[www.catster.com](http://www.catster.com)

### **Health Facts about Pet Books**

Pets are a beloved part of anyone's family. Many people own a pet - a cat, dog, hamster, bird, fish, snake, turtle, and many other kinds of pets. This is a huge business and you can get into it by writing books about the health aspects of the many different types of pets. You could sell each book for about \$25 each, depending on the size of the book and how you plan to sell each.

Remember that it is so easy to find information on the internet about these various family pets, so if you are going to write a book you need to compile as much information as you can. This way people will appreciate that they don't have to spend hours on the computer trying to pull all of the needed information together, you will have done it all for them.

Be sure to include all of the latest information that you can find for each of the pets, updating them on a regular basis if need be. When writing about the health aspects of pets, information can change rapidly; this is why you will want to keep up on all of the latest findings, cures, diseases, and illness trends.

The nice thing about selling books online is that you can sell your books and just let your buyers' download your books instantly. This spares them the cost of shipping and the handling time involved - an attractive choice. This is a real benefit for you both!

Try to include helpful pictures and diagrams, but make sure that you don't illegally use them from somewhere else. Familiarize yourself with copyright laws before adding any written or photo information found on the Internet, or any other source.

Depending on the size of your books, you can easily charge about \$25 a piece for your various books. This is a huge business and you can get into it by writing books about the health aspects of the many different types of pets. Keep an eye on which pets are constantly becoming more popular and be ready to expound on these new pets quickly.

A good way to advertise your books to the public is to write small articles on free sites that allow you to submit articles on various subjects that you choose. Write articles on each pet and include information about how to obtain your book, if the reader is interested in finding out more on your subject. Include your website URL and they will be able to find the site you are selling your book from. One of these sites is Squidoo.com, if it becomes a popular article; you may be listed with several popular search engines and get free traffic to your site. Free advertising is always the best!

Make sure that you write good quality books that are easy to read and provide all of the needed information your readers will most likely be looking for. Keep your books well organized with tons of information. It is worth it to have someone proofread everything that you write, so that buyers will know they are paying for a good quality product. Occasional mistakes can occur, but too many can make your books appear to not be professional and just thrown together for some easy quick money.

Resources:

[www.clickbank.com](http://www.clickbank.com)

[www.paydotcom.com](http://www.paydotcom.com)

[www.digitaljuice.com](http://www.digitaljuice.com)

## **Get \$100 for Every Mile You Walk**

What could be better than being paid for leisure walks? Not only do you get fresh air and a bit of exercise but also get paid for doing so. If you like going for leisure walks, you will really love this business. If you are not enthusiastic about leisure walks, you will start loving it when you see the green bucks flowing in.

A dog walking service is what we are talking about here. If you love dogs, you will really enjoy running this service. If you do not, you might actually start loving them when you find the huge business potential that this business (dog walking service) has.

You don't need much skill for starting a dog walking service. However, you do need some equipment (i.e. multi-lead dog walking collars and leashes) which can easily be bought for less than \$100. Such equipment will allow you to walk 3-5 dogs at a time without any problem of leads being entangled. This would make dog walking even more convenient and profitable enterprise.

You can offer a morning 'dog walking service' and/or an evening 'dog walking service'. You can keep flexible timings initially; and as your business grows, you can fix the time slots if you want. You can keep the length of each walking session at one hour and cover 0.5-1 mile (back and forth) during that time.

Tip: Give a 'gift guide' on dog care tips to each dog owner who hires your services. This can be a simple sheet (of colored paper) folded in the middle and printed on both sides with tips. Do not forget to print your contact details and a synopsis of your dog walking service on the guide also.

Effective marketing/advertising is the key to the success of your dog walking service. Print attractive flyers/ pamphlets on good quality colored paper and stick them to the bulletin boards at kennels and veterinary

clinics. Distribute your pamphlets at dog shows, pet stores, and other dog care facilities. Also, inform your friends about your dog walking service. Stock your customers and friends with enough pamphlets so that they can hand some over to other dog owners and hence help in spreading the word around.

Tip: Once you have sufficient regular clients, you can also organize dog socialization events where various dog owners come with their dogs and see them participate in group activities/ games. Supply your customers with several event description pamphlets and encourage them to bring along more friends. You can charge a small registration fee for the event and give away small gifts e.g. dog food packets (do not forget to attach your business card to any gift you distribute). You could also issue a press release of such events and hence get automatic (and free) propaganda for your service. Do not forget to include pictures of such events with the press release.

You can carry out this dog walking service as a part time job initially. However, you could later take it further and start a dog day-care facility too (a full time job). So, you could operate a dog walking service in the morning and evenings and a dog day-care facility during the day.

Resources:

[www.petstyle.com](http://www.petstyle.com)

<http://walking.about.com>

[www.partipoodlepetsupplies.com](http://www.partipoodlepetsupplies.com)

### **Take a Vacation, Really?**

While some people have the time and financial resources needed to take a vacation, they are just too afraid of leaving behind a beloved pet or group of animals. They may have a dog that is too large or fragile for a kennel or a cat that needs daily insulin shots. For these people, the idea of taking a vacation is just an unattainable dream because they cannot find any way to care for their responsibilities and leave town at the same time.

This is where you come in! You will provide a service that cares for the needs of pets or farm animals in their home environment, whether that

environment is a barn, a field, or an apartment. You can also offer to perform other small services like watering plants or a small garden while they are away. You can charge a daily fee or an hourly fee, perhaps of \$20, depending on how much time will need to be devoted to the care of the person's animals, and/or plants. If you will be caring for multiple animals, this should be taken into consideration when deciding on the proper fee to charge.

You should make sure that you are well versed in the care of many kinds of animals. For instance, do you know what is required to care for a horse beyond just throwing it some food and cleaning its' stall? Do you have the physical strength and personal presence needed to control a large Saint Bernard or similar large dog? Have you ever administered shots or given medications to a family pet who would rather not get them? Do you know how much food is appropriate for a large tank of fish and have you ever successfully emptied a tank just enough to clean it while still maintaining the health of the fish? Some turtles can only spend time out of doors when the outdoor temperature is in a specific range. Do you know what that range is? Do you know how to care for small injuries and infections (such as the common eye and nose infections that many pets get)? Do you know any tricks to get a pet to eat when it is pining away for its owner? Do you know how much to feed and at what temperature baby chicks need to be kept at? Any veterinarian experience you might be able to offer would really come in handy and would make your services much more marketable.

Once your service is well established, you may want to hire others with specialized knowledge in the care of specific animals or exotic pets.

Lastly, you will need to let your animal owners know how to get in touch with you! You will likely want to advertise your animal care services by running a visible advertisement in a local phone directory, listing your service with an online business directory, and also by printing up flyers and posting them in places where families and people with animals are likely to visit. Among these places should be veterinarian offices and pet food stores. Be sure to include popular lunch places and coffee shops! Most post offices and grocery stores also have bulletin boards that they will allow you to place an advertisement on if you are a customer. Be sure to take advantage of any public bulletin boards in your immediate area to find the people who are looking for you and your services!



With your help, frazzled people everywhere will be able to take advantage of your services and finally leave for that much needed vacation!

Resources:

<http://animal-world.com>

<http://www.caresheets.info>

<http://www.altpet.net>

<http://www.factallc.com>

## **Apartment Rentals for Pet Owners**

Are you an animal lover with pets that you love and consider a member of the family? Then you likely know how difficult it can be to locate an apartment, condominium, or house to rent, or lease, that will allow pets. These pet friendly environments can be rare and some pet owners virtually give up on making a move at all because it takes so much work for them to find a suitable place! This is where you will come in!

You can start a website that lists current apartments, condominiums, and houses available to rent or lease that allow pets. Your job would be similar to a real estate agent in that you would need to familiarize yourself with the many properties in your area (or your state, depending on what you would like your scope to include). You could charge about \$50 - \$60 from apartment seekers for 90-day access to the listings.

Including digital photos of the properties and surrounding areas would be a big bonus for these pet owners. You may even want to include information on local dog walking paths or pet friendly parks in the area. This will let them get a feel for the area and make it even more appealing.

If possible, it would be a good idea to include information on the kind of deposit that will be required to acquire the dwelling. While some residences require just a first and last month's rent, many pet friendly rental properties also require an additional deposit or written agreement of some sort to ensure that the family pet will not damage the residence. Some require larger deposits than others will. This would be another helpful piece of information to your clients when choosing their next dwelling. You may want to also include helpful tips for people moving with pets as well! The more information you can provide them, the better!

You should organize your website with searchable databases by location (street, neighborhood, state, or city) and types of pets allowed. You would likely also want to make your site searchable by square footage available and number of bedrooms and bathrooms that each residence has. No one wants to scroll through hundreds of listings for hours just looking for one type of location. After all, your website will be taking the work out of searching for hours, to make the search faster and easier for them!

You will definitely benefit your business by investing the time and energy needed to network with local real estate agents and offices. These kinds of contacts can be an invaluable resource for getting the heads up on a property before it is widely known about, or advertised to the public. Usually a real estate agency or agent should be willing to give you the 'heads-up' on such properties if you agree to promote their services or if you make some other mutually beneficial agreement. Remember that people also rent properties for summer and winter vacations. Be sure to include these sorts of vacation properties in your database as well, especially since these can be rented over-and-over and could become a permanent listing for your site.

After a customer has used your site, invite customer comments on both; improving the site, and more importantly, what their renting experience for their property was like. Also, be sure to ask for suggestions of pet friendly parks and businesses in their chosen neighborhood that they have visited and really liked. This is the kind of inside information that can really help enrich the scope of details you are able to offer to later visitors to your site!

Creating and maintaining such a directory can be fun and rewarding. So dive in and get started today!

Resources:

[www.petrent.net](http://www.petrent.net)

[www.peoplewithpets.com](http://www.peoplewithpets.com)

[www.pettravelguide.com.au](http://www.pettravelguide.com.au)

[www.petvacationhomes.com](http://www.petvacationhomes.com)

[www.doghouseproperties.com](http://www.doghouseproperties.com)

## **Jazz up Pets with Jewelry**

Yes, that is right. Jewelry is not just for us anymore, pet owners love to spruce up the little 'Lady' or 'Fido', with jewelry too!

Jewelry is something everyone loves wearing. Let it be stones, gold, silver, or pewter, there are all sorts of jewelry that everyone will like. Now, to make sure that everyone's pets are not far behind in this race for jewelry, many people manufacture pet jewelry, yes jewelry for pets! Jewelry that includes chains, lockets, collars, and anything fancy one can envisage.

So today, the creation and manufacture of pet jewelry proves to be a lucrative business. In fact, pet owners love to spruce up their pets, and themselves, in pet jewelry. Instead of buying jewelry only for their pets, or for themselves, they now venture into buying matching jewelry for both of them. You can create any form of jewelry; made of sterling silver, pewter, or gemstones. Be as creative as possible to create jewelry designs that will entice both the pet and pet owner!

One of the most common pieces of jewelry is jewelry with a Celtic design. This jewelry can be attached either to the pets collar, or used as a pendant in the pet owners chain or necklace. Adding a special stone to the center of these pendants, make it even more attractive to your prospective customers. You can also create matching gold charms for their pets. Adding genuine stones to these charms make the charm more charming! To make the jewelry more alluring to the customer, you could offer the charm in a lovely gift box that matches the gold charm.

Another novel idea for pet jewelry is designer pet ID tags and pet ID jewelry. It is not that you have to create all this jewelry; there are many jewelry designers out there creating masterpieces out of jewelry; you could offer to sell this jewelry for these jewelers, and charge a commission for these sales, .925 sterling silver pet tags make a very stunning presence wherever the pet goes. Therefore, instead of using a cheap, ordinary, plastic, or aluminum pet tag for the pet, let pet owners have unique pets with these sterling silver pet tags.

Of course, whatever pet jewelry it is that you are creating or distributing, it is very important to have a web presence through which you can sell your pet jewelry. Create a website with pictures of this jewelry, and with information about it. Looking at the picture itself, the pet owner should

feel like buying pet jewelry for their pets and themselves. Of course, the pets that are most likely to wear pet jewelry are cats and dogs. Sometimes pets require something more rugged looking, and something more masculine.

The costs for this pet jewelry should not be too high nor should it be too cheap. Sometimes the cost can go up to hundreds of dollars, while some jewelry may cost only \$1! Remember to keep a reasonable price range so that both rich and poor pet owners can buy pet jewelry. Do not forget to mention the shipping and handling charges that have to be borne by the pet owner to receive the selected pet jewelry!

Resources:

[www.InkyPaw.com](http://www.InkyPaw.com)

[www.dogcollectibles.com](http://www.dogcollectibles.com)

[www.mishaspets.com](http://www.mishaspets.com)

### **Pet Lovers Get Rich**

Do you have any pets? If you have ever left them behind while you go on vacation, you know the big decisions that go with leaving a pet behind. You need to find someone to feed them, play with them, and walk them. Someone responsible and able to deal with your particular pet's personality and health problems.

Well, imagine yourself in that job and imagine yourself making big bucks! People who love their animals will pay well to have someone care for them. I only recommend this for those of you who enjoy animals because otherwise it could get nasty.

As a pet-sitter, you need to charge according to the complexity of the job. A cat needs less attention than a dog, and a healthy dog less than one with a myriad of health difficulties. The amount of time you will spend with the animal should be factored into your price. You might want to check local boarding facilities for animals to see what the going rates are in your area. Divide the daily price into hours and your price should be a little higher, since you are providing individual personalized care. You might want to negotiate as well. If your client is going away for two

days, the price should be your normal price, but if they are leaving for two weeks, you can offer a discount. You might also wish to give frequent traveler discounts.

Run ads in your local newspapers, hang flyers in dog-walking areas and in the veterinarian's offices. Word of mouth is a very valuable tool also. If you are taking excellent care of animals, people will talk and you will receive more customers. Keep business cards on hand and give several to every client, so they can pass them on.

Once you have the job, make sure you understand all your responsibilities. Some pets have very strict schedules and you need to write all this down. I suggest a notebook with a page or two for each of your current clients. A small binder is ideal, you can keep current clients in front, when the owners return, move their info sheets to the back. This way your current clients will be in the front of your binder at all times.

If the animal needs medication, make sure you know where they will be kept, see if they are properly and clearly labeled, and ask the best way to give the medications. Grooming is the same, ask to see where the supplies are, and view a grooming session with the client and her pet. You should have a list of where food and toys are also. Ask that the client leave a sufficient supply of food.

Now that you have all the needed information and have met the pet, you are ready to begin. The client should leave you a key to the house so that you can enter while your services are required. Just remember, this is not a time to bring friends over or root through the fridge. You are here only for the benefit of the animal. Follow your schedule and give the animal the attention it needs, whether this be playing fetch or going for a long walk.

If you decide to combine two jobs and walk two dogs at once, I suggest being careful. It is possible the dogs will not get along. Introduce them first and at any hint of trouble, cancel that idea. The last thing you need is a freshly scarred pet for your client to return home too!

Apart from that little warning, enjoy your temporary pets! Keep the family veterinarian phone number on hand, just in case and be responsible and they will call you again.

Helpful Resources:

[www.petsits.com](http://www.petsits.com)

[www.petsitters.org](http://www.petsitters.org)

[www.petsit.com](http://www.petsit.com)

## **Filling Canine Stomachs**

Do you love to pamper your pooch? Are you experienced in the kitchen and unafraid of pots, pans, and of mixing up a tasty treat or two for your furry friends? Then you may be the perfect person to teach other dog owners how to cook for their beloved dogs and puppies! You could charge between thirty and fifty dollars per person, per class and have a class of between five and thirty students; depending on what the class location can accommodate, (most schools and community centers have large kitchens available for such purposes).

Most pet owners are concerned with the questionable ingredients (chemical preservatives, artificial colors and flavors, as well as fillers and unpronounceable additives and odd animal parts) that go into commercially available, prepared dog foods. You may want to point out to them that much of the meat by-products used to create the dog foods available at your average market are deemed unfit for human consumption. The idea of a beloved animal consuming such foods is frightening indeed! After the recent pet food recalls, many of these animal lovers are more aware than ever of the critical need to control the diet of their four legged friends. As loving pet guardians, your students will be concerned with providing the best, natural, most nutritionally complete, chemical-free diet to help their dogs achieve optimum health.

Your class will focus on providing a healthy diet with complete nutrition to achieve their dog's optimum health and happiness. Be sure to familiarize yourself with the most recent nutritional studies and you may want to have a printed reference page available to hand out to your students with the most important nutrition information for them to take home. Your students should be able to not only learn new recipes to prepare for their loyal animals, but they should also come away with the ability to make educated decisions regarding their canine's overall nutrition. Their dogs deserve the best nutrition that your students can provide for them!

There are many websites and books available for pet food recipes so your class can be fun and varied. You don't like to eat the same thing for every meal and there is no reason your pet should either! While your class is primarily considered a 'cooking' class, many of your students will be happy to realize that preparing the optimum food for their dogs will often consist of mixing ingredients that will not be heated because the dog's digestive system benefits greatly by consuming raw, unheated foods! Although a nutritionally balanced diet for dogs must include some vegetables, fruit, and fiber, it is vital for your students to remember that canines are primarily carnivores; their diets should primarily include protein from meat sources. In addition, although they have a poor sense of taste, they have an amazing capacity for smells. This ensures that not all their hard work in the kitchen will go unappreciated!

You may want to offer copies of dog food cookbooks for a small profit at the end of your class. You may also want to film your class, including student questions, to create a handy reference DVD that you can make available to both your students and persons who want to learn to cook healthier meals for their dogs but are unable to attend your class in person. You could even make this DVD available online to reach a larger audience. A DVD will generally cost only about a dollar or so (or less!) to duplicate. Therefore, once you have your instructional DVD created, making copies to sell on a website is a fairly simple process!

Writing a cookbook of your own could be a great idea also, offer some of the recipes from your book to your students, then offer the full cookbook at a discount for them. Offer the cookbook at a discount for your students that choose to learn from your DVD too. Alternatively, you could offer it with the DVD as a package deal!

Resources:

[www.dogfoodsecrets.com](http://www.dogfoodsecrets.com)

[www.knowbetterdogfood.com](http://www.knowbetterdogfood.com)

[www.dogfooddangers.com](http://www.dogfooddangers.com)



[www.bakeadogabone.com](http://www.bakeadogabone.com)

[www.pamperedpuppy.com](http://www.pamperedpuppy.com)

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