



## Case Study: Cat Dog Days

Johanna has very recently started her Pet Sitting and Dog Walking Business after being made redundant. She had a real love of animals and decided to create a job for herself doing something that she is passionate about!

She says that the biggest benefit of starting this type of business is that the set up costs are relatively low giving her an ideal opportunity to create a true vocation that she enjoyed.



**“My journey is just the beginning as I have only now launched my website, but I am excited about my future which makes a refreshing change! I am very enthusiastic about my new career and have been using my spare time to study Dog Psychology and other canine related courses. It has been a steep learning curve but my motivation is high. It really makes a difference when you are enjoying what you are doing. I have faith that the rest will follow.”**

Johanna already feels that she has learnt more about business set up and processes than in her previous employment and about many relevant issues such as website design and marketing.



**“NarpsUK has helped me tremendously. It’s brilliant being part of a community as dog walking can be a lonely profession, but if you ever need moral support you can throw questions out to the other forum members who are also there to encourage and advise. Many of the other members have successful and established dog walking businesses and this is most reassuring. In my experience they are very happy to share their knowledge. It is great to be a ‘registered’ dog walker and I am proud to be affiliated with NarpsUK”**