

Case Study: Paws A While With Me

After 30 years of service as a Ward and Audit Manager at the North Bristol NHS Trust, Lisa left her job to follow her dreams of turning her passion of caring for animals into a reality and set up her own business.

“This was something I wanted to do for at least ten years but up until then had not had the financial opportunity to do so – so I bit the bullet and thought it would be now or never to follow my dreams as I didn’t want to look back and regret the opportunity!”

She initially took time out and spent the summer researching all of the aspects of setting up a business from website planning, logos, marketing, strategies, vehicles, HMRC registration for being self-employed. This was a huge learning process for her.

Her main anxieties were financial ones – after leaving full time employment she was concerned about having enough income to support her and also being able to do accounts and manage the books.



Lisa registered with NarpsUK in July 2013 and took the Pet Sitting Business Course straight away.

“I highly recommend it to anyone who is thinking of starting up their own Pet Sitting business. The course is very interesting, easy to follow and gave valuable information on some subjects I had not even thought about!”

Lisa’s first clients were her neighbour’s dogs whilst they went on holiday. Then she started receiving bookings through her website and she picked up some regular Dog Walking bookings. Autumn and Winter were slower months whilst she was marketing her business and learning the most effective types of marketing for her. Lisa insists on meeting her clients to discuss their needs and what is expected from the services that she provides prior to any bookings. She also uses all of the NarpsUK forms and contracts and completes these as standard practice.



Lisa is now booked up for the next three months with the majority of bookings coming through her website, word of mouth and existing customers.

“I have reviewed the services I offer and what is manageable for me – although I love what I am doing there is only me for now. Maybe this time next year will be a different story!”