

Case Study: Pet Checkers

Vicki originally came up with the idea to start a pet sitting business in July 2013.

She needed someone to look after her 2 cats whilst she was on holiday with her husband.

She was reluctant to leave them in a cattery and a search for a local pet sitter that she felt she could trust proved unsuccessful, leaving her to rely on a friend.

This is when she had the idea of starting a pet sitting and dog walking business.

“That’s when I began looking on the internet and found NARPS. Their website has lots of information and addresses the common questions and concerns that most people that are starting a pet sitting might have.”

The next few weeks involved deciding on a name, creating a logo and then creating a website. Then Vicki joined NarpsUK.

“Just having their logo on our website did wonders for our credibility. We were able to download all the forms that we needed and branded them with our logo. They also helped us with insurances, Criminal Record Checks and a few other bits and pieces that we needed to get done when setting up a business!”

Using a Google Adwords campaigns to get her new website to the top of the Google search results, Vicki started to receive calls with bookings and enquiries within a week.

Vicki now works full time running Pet Checkers and her husband helps out with Dog Walking. And after a recent successful radio campaign she has taken on 2 new members of staff.



Vicki’s Advice to anyone starting:

“Take your time, do your research, look into who your competitors are and find out what they do, what they don’t do and how you can better them.

You don’t need to spend much money to get started. You don’t need a fancy website – you can set up a Google Plus page which Google will rank on the first page of local search results when people searching for your type of business. This is FREE to do and can generate all the business you need.

Don’t take too many people on at the beginning. Get used to the business and going out to look after people’s pets. It’s easy looking after your own but looking after some else’s is a completely different ball game.

Be among the most expensive. This sounds counter intuitive but being expensive gives you credibility. People will spend good money to have their pets well cared for.

Being paid more also gives you the choice to work less if you want to because you don’t have to service as many clients to earn good money.

Don’t do it for the money. That sounds weird after what I have just said about being among the most expensive but I don’t do this for the money. I do it because I LOVE animals and if I could afford to, it wouldn’t bother me to work for free because I love what I do.”