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Starting Your Own Pet-Related Business Can be Rewarding and Fun

By Jessica Brody

Pets are not just for children and families anymore. More and more professionals are adopting pets as part of their lifestyle. The American Pet Products Association reports that millennials are [now the primary pet-owning demographic](#). This trend has led to the growth of businesses like dog walking services and pet sitting, while online pet product sales are booming all across the country.

The pet industry has some of the most loyal customers in the world, too. Pet owners are always on the lookout for new products and services that will make their pets happy and keep them healthy. You might worry that it's hard to get into this business because it's oversaturated, but there's still room for many more because there are [no less than 400 million pets in America](#) with 85 million pet-owning homes. Here are some tips from [Cat and Canine Assistance Referral and Education](#) to help you get started.

Great Pet Business Start-Ups

Before you start your business, you'll need to write a business plan. That will help you decide which of the many pet-related businesses will be best for you, the amount of time each requires, and the number of resources you have available. Business plans are always important but are especially so when starting a new pet business, with factors like insurance, animal health, forms, and marketing tasks to organize.

Pet Sitting: As a pet sitter, you will typically visit the pet's home daily and feed, walk, groom, and play with the animal. You may also offer overnight stays at the pet owner's home. Pet sitters make \$25,823 per year on average or \$12.41 per hour, but if you make it a full-time business, your annual income can be much larger.

Dog Walkers: [A dog walking business](#) is an excellent way for people who love dogs to make money while doing something they love. It allows you to interact with animals and not be confined in an office all day. On average, dog walkers make \$28,491 per year or \$13 per hour.

eCommerce: [Selling products for pets online](#) is very lucrative, selling anything from food to toys, treats, apparel, and much more because your customers can purchase your products at any time of day and from anywhere in the world. Online pet product sales grew by a whopping 63% in 2020, and are expected to grow to a \$350 billion industry by 2027.

Marketing Your Pet Business

Marketing is an important part of any business, and marketing your pet business is no different. You are competing with a lot of other pet-related companies, and you have to find ways to make yourself stand out. Additionally, you will have to find ways to reach the right audience. You need to think about your target audience and the best way to reach them.

Some of the most [popular methods are social media marketing](#), like Facebook, Instagram, Twitter, Pinterest, Snapchat, etc. to market your product or service. With social media, you can get immediate feedback to help you fine-tune your business. With email marketing, you can use email newsletters to create awareness about your

company and its products or services. Search engine optimization allows you to [optimize your website](#) for search engines in order to increase traffic and conversions.

Networking gets you out there meeting people where they are, at dog parks, pet shows, pet charity events, etc, but be ready with business cards, as well. Luckily, there are plenty of tools out there; [this may help](#) you add a tangible supplement to your other marketing efforts.

If you have a passion for animals, then starting a pet-related business might be the perfect career choice for you. And no matter what type of pet business you choose to open, it is important that you do your research, write your business plan, and keep your files handy for quick changes. In no time, you can have your dream business up and walking, running, and sitting.

[Cat and Canine Assistance Referral and Education](#) was born in 1992 when a few such people came together to help homeless animals and their human rescuers. Call 818.842.5500.