

# Take life by the leash!

**Good Dog** Walking  
*for the love of animals*



**TERRITORY  
PACKAGE**

If you're anything like me, you remember the moment.

It may have been yesterday or a year ago, but you remember it.

The first moment you were at work and thought...

**... there has to be more than THIS?...**

THIS depressing view of the car park

THIS sad fluorescent lighting in the hallway

THIS daily clock watching...just so that you can rush out the door to sit in an hour-long commute

# Time to act!

That moment has haunted you because you know you are meant for more.

But you haven't been able to visualize exactly what that 'more' looks like.

Does it mean...

-  **More time in the fresh air?**
-  **More time with your family?**
-  **More time with furry friends?**
-  **More flexibility?**
-  **More opportunity?**
-  **More control?**

If you identify with the above, then the **'Good Dog Walking Territory Package'** might be the right fit for you and the life you want to build.



The idea that I was meant for more than a lifetime of retail drudgery became crystal clear to me while I was working for a local hardware store.

I had always loved animals and wondered how I could turn this into a career. Going to university for a veterinary degree was not an option. But I wanted more for my life than stocking shelves at a local shop.

**There had to be something else!**



# Hi, I'm Cheryl



It was the shock of being made redundant that jolted me into taking action. I was walking a neighbour's dog when it dawned on me: I could start a business doing this.

As soon as the thought hit me, I knew I couldn't face a future of working shift after shift in retail to support someone else's business. Why shouldn't I build something of my own?

That's how Good Dog Walking was started in 2012.

I had no business experience, no money and no idea what I was getting myself into. I just knew that I needed more than the opportunities that were in front of me.

# I built the life I wanted

Since starting Good Dog Walking, I have been through the ups and downs of running a small business. And believe me, it wasn't an overnight success. It was a steep learning curve, but one I was more than happy to climb.

Fast forward several years and Good Dog Walking has become **THE premier pet care service in Northumberland**, and we are expanding!

**Why have I been so successful while other pet care providers have struggled?**

-  I love working with animals AND people
-  A little wet never bothered me, and neither has hard work. I never let a client down, come rain, snow, sleet or hail
-  I am passionate about the future that I am building for myself and my family
-  I am committed to planning and building my company and my people (I hope that includes you!)
-  I wake up looking forward to my day, instead of dreading it.

## I can help you do this too!

The  
**GOOD DOG  
WALKING  
TERRITORY  
PACKAGE**  
is your next step  
in building the life  
you want to live.

**Build a life  
you'll love,  
with all the  
support you  
need**



Your  
**GOOD DOG WALKING  
TERRITORY PACKAGE**  
includes:

- ✓ The Good Dog Walking brand and reputation
- ✓ Managed website presence
- ✓ Pre and post launch press kit
- ✓ Discovery and shadowing training
- ✓ Onsite business training and ongoing support
- ✓ Technical training and ongoing support
- ✓ Professional uniforms
- ✓ Professional grade equipment
- ✓ Professional vehicle branding\*
- ✓ FSB Membership for life

**and more!**

We take care of the hardest parts of setting up your business so you can focus on what matters; good dog walks, happy cat calls and rabbit ear rubs!

\* van not included

# INTRODUCTORY PRICE OF £4,999

*This introductory offer is only available to the first **three** successful applicants. After that the price goes up and the territory options are reduced.*

Good Dog  
Walking



**Not only do you get a reduced price you also get to carve out your own prime territory in the area you want, meaning:**

-  no competing with other Good Dog Walking service providers
-  no oddly shaped territories
-  no being cut out of the neighbourhood you know and love

**TAKE A LOOK AT THE  
OPEN TERRITORIES  
CALLING YOUR NAME...**



# Open territories

I want to make sure you can take advantage of the excellent reputation Good Dog Walking has. That's why I want to establish new territories clustered around our head office in Morpeth.

Not only will you enjoy the convenience of having help and support close by, but you'll also reap the benefit of our existing clients referring the Good Dog Walking brand to their friends and family in Newcastle and North Tyneside, Alnwick and Hexham areas. We have been looking to expand into these locations for some time, but our team needs to grow to do this.

**...that's is where you come in.**



The first **three** accepted applicants to our Territory Package will be able to stake their claim on these prime locations and you can be up and running in as little as **6** weeks.



**See if our core values align with yours...**



# Our core values

are centred around the idea that life is better when we work together

## Love of animals and the outdoors

Patience, love, endurance and a good pair of waterproof trousers are the keys to happy clients and happy pets. We take our charges and the outdoors seriously. We offer service reports, ongoing training for staff, and promise to keep our appointments. That is a rain or shine promise that we make to all our clients.

## Goodwill to humans

Without caring about humans, it's impossible to care for their pets. We make sure that our clients and their fur babies are our top priority every day. It is the biggest difference between Good Dog Walking and our competitors.

## Integrity and trust

Our clients trust us with their best friends and their homes. That is why we:

-  conduct thorough background checks for all team members
-  undertake animal safety and first aid training
-  review our procedures regularly

## Tailor made service

We undertake a comprehensive assessment of every customer's needs before making care package recommendations. Every client is different, which is why our bespoke services meet their needs.

“ Being an elderly lab with arthritis and some other health issues, Harvey sometimes needs a bit of extra care and lots of rest... Cheryl has been fab and super flexible to accommodate him.”

*Vicky*

“ It's so reassuring knowing when you're at work that your dog is being really well looked after and exercised fully. I cannot recommend Good Dog Walking highly enough! Friendly, flexible, reliable and trustworthy.”

*Louise & Phill, Morpeth*

“ Cheryl is one of the loveliest people I know. She adores animals and takes great care of those in her charge. For Cheryl, looking after pets is far more than a job, it's a way of life and any pet would be lucky to be cared for by her.”

*Hannah*

# Hey! do you know what they say about us?

“ Amazing client facing, friendly service. Total flexibility and Poppy loves Michelle. I can't thank you enough.”

*Karen*



# We work to a different standard

We are always there when we say we will be. It's one of the reasons we are considered **THE leading pet services business in Northumberland**. Our client promise is in everything we do, from the love we show our furry charges to our commitment to their humans.

Our pet services are not weather-dependent. If it's on the schedule, it gets done!



## Group or solo walks and countryside day care include:

- 🐾 Poo pickup
- 🐾 Water bowl refills
- 🐾 Paw wash and dry
- 🐾 Photo updates
- 🐾 Service reports



## Cat care services include:

- 🐾 Cat litter clean and refill (poo disposed)
- 🐾 Accidents cleaned up
- 🐾 Clean and refill food/water bowls
- 🐾 Play time and fuss
- 🐾 Photo updates
- 🐾 Service reports



## Small domestic animal care (holidays and long weekends)

- 🐾 Poo disposed in external bins
- 🐾 Clean cages/hutches, etc.
- 🐾 Clean and refill food/water
- 🐾 Photo updates
- 🐾 Service reports



**“Working with Cheryl is easy and straight forward.”**

**“She's established clear lines of communication between the team and is always researching ways to improve the business, to make our life easier and to improve the service for the customer.**

Being part of a popular, local business has its perks too, like bumping into like-minded people on our daily adventures and getting to know them and their dogs.

Our clients really appreciate our service and it's great to receive such positive feedback from them. Because the Morpeth team all live locally, it feels like we're part of one big family. We help each other out, filling in for each other when we need time off or if you're ill.

Also, I get to spend all day with my own dog, Dotty, who is probably the most spoilt dog in the world! She comes on most walks with me and loves socialising with the dogs I look after each day.”

**Linda**



# Reasons to choose Good Dog Walking



## ✓ Reputation

In this business, reputation is everything. We are THE leading dog walking service in Northumberland because we live and breathe our core values every day.

## ✓ Local support with Cheryl

I am here for you either on the phone or, in person. Whether you require technical support, business coaching or just some guidance to point you in the right direction. You can pick my brains and draw on my expertise when you need it the most.

## ✓ Affordable

Because your essential start-up costs are factored into the Good Dog Walking Territory Package, you don't have to pay for unexpected costs. Marketing, training, branding, equipment, and more have been included. Plus, with my 121 coaching, you don't have to make costly mistakes like I did.

## ✓ First-hand experience

I have done this job and I am still doing this job. I'm not sitting in an office somewhere in London staying warm and dry. I'm out in the elements every day, walking the dogs, chatting with clients, feeding chickens and building my business. I am in this with you.

## ✓ Template for success

You get the benefit of my success and experience without having to go through the growing pains, so you can hit the ground running. Enjoy the benefits of owning your own business, setting your own schedule, and putting your priorities at the top of your list. All without doubting if you are doing it right.

## ✓ Flexibility

Whether you are working around school runs or just need more time with your family, owning a pet services business keeps your family life in focus. As a mum, I love taking my young son with me on my walks and encourage my team to do the same. It really can make all the difference in your work life balance. One of the main reasons I work so hard at my business is that it lets me spend my time on what is really important to me, my family!

# “I now have my dream job!”

I love working with animals and I love spending time with my kids. Being a dog walker means I can plan my care schedule around school hours, **so I don't miss out on being a dad**, but I never let my clients down either. During the school holidays my kids enjoy tagging along on my daily adventures with the dogs too.

I now have my dream job. It's the best job in summer and an invigorating challenge in the winter. But it's all worth it knowing you have made the dogs happy and given their humans peace of mind.”

*Craig*



Good Dog  
Walking



**TERRITORY PACKAGE**

**Are you ready to wag more and bark less?**

The business opportunity  
that allows you to have  
**more...**

 **More** time  
for your family

 **More** flexibility  
in working hours

 **More** time in  
the outdoors

 **More** opportunity  
for growth

 **More** time  
playing with  
furry friends

 **More**  
balance

call **Cheryl** on **07751477700**  
email: **cheryl@gooddogwalking.co.uk**

Let's talk about how  
**Good Dog Walking**  
can give you **more** of  
the life you want.